CENTURY 21
The Harrelson Group

EXECUTIVE SUMMARY

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CONVERSATIONS THAT CONVERT: TURNING "MAYBES" INTO REAL APPOINTMENTS

Greg Harrelson is committed to helping real estate agents grow predictable, appointment-rich businesses, and this framework is part of his contribution to the industry. The focus here is simple but powerful: shift from chasing "easy yeses" to mastering the art of real conversations that uncover motivation, extend dialogue, and consistently turn guarded prospects into future listings.

CONVERSATIONS, NOT INTERROGATIONS

The central theme is that great appointments are created through genuine conversations, not scripted interrogations. When a prospect says "no" or "we're set," most agents either push harder with aggressive questions or retreat and hang up. The breakthrough comes when you stay curious, stay relaxed, and keep them talking.

Key mindset shifts:

- Be authentically curious, not mechanical.
- Treat every "soft no" as an invitation to learn more, not a rejection.
- Focus on understanding, not winning the argument.

When you approach calls this way, resistance drops and people open up because they feel heard instead of pressured.

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EXTENDING THE CONVERSATION
WITH BETTER QUESTIONS

Your goal isn't just to get an instant yes; it's to extend the conversation long enough to uncover real motivation. With expires in particular, the longer they stay on the phone, the higher your odds of setting an appointment.

Examples of powerful, conversational questions:

- "What was the plan had your home sold?"
- "Just curious—if you had gotten a good offer last week, you would have considered it, right?"
- "You've got a beautiful home. What do you think kept it from selling?"
- "How did you choose your last agent?"
- "Is there anything wrong with the home?" (A strong pattern interrupt that almost always gets them talking.)

The objective is to:

- Keep them engaged past the first few seconds.
- Peel back layers of emotion—frustration, hope, fear, confusion.
- Listen for what they *mean*, not just what they say.

Every extra minute you stay in a meaningful conversation with an expired drastically increases the chance of booking a meeting.

LISTENING
BETWEEN THE LINES

Top agents listen not only to the words but to the gaps and emotion underneath. Many leads speak in vague or illogical phrases like “We’re set” or “We’re just waiting,” which are actually openings, not endings.

What to listen for:

- Frustration with the last agent or the process.
- Confusion about the market or pricing.
- Hope that conditions might improve.
- Fear of making a mistake or moving too fast.
- Vague statements that invite clarification (“We’re set,” “We’re waiting,” “Maybe in the fall.”)

Instead of accepting those statements at face value, follow up with simple clarification questions:

- “When you say you’re waiting, what exactly are you waiting for?”
- “When you say you’re set, does that mean you’ll never move, or just not right now?”

These questions gently challenge vague answers and reopen the door to deeper dialogue.

ANY MOTIVATION = OPPORTUNITY

A major theme is lowering your internal threshold for what qualifies as a “real” opportunity. Instead of waiting for 100% ready-now sellers, you treat **any** genuine motivation as enough to justify an in-person meeting.

Indicators you should pivot to an appointment:

- They mention a job change, downsizing, upsizing, kids graduating, retirement, investment goals, or timing around seasons.
- They express curiosity about what their home is worth or what the market is doing.
- They share even a rough future timeframe—even six months, a year, or two years out.

If it’s not a hard no, treat it as a maybe—and if it’s a maybe, you go.

MEETING EARLY,
BANKING FUTURE BUSINESS

In a shifting or improving market, there is enormous value in being the first agent in the door, even if the seller isn't ready for months or years.

Why meeting early matters:

- Most agents only want "now" business and decline or delay long-term leads.
- The agent who meets first, educates, and genuinely helps often becomes the obvious choice later.
- As the market improves or "catches fire," pent-up sellers will act—and they'll call the agent they know and trust.

Your mindset shifts from "Is this worth my time today?" to "Is this building my pipeline for the next 24 months?"

HOW TO FRAME LOW-PRESSURE APPOINTMENTS

When a seller is not ready now, you must frame the appointment as a low-pressure clarity session, not a sales pitch. If they're six to twelve months out, the wrong framing creates pressure and cancellations; the right framing creates trust.

Breakout is not a one-time yes—it's a daily yes.

- Every morning, you face the same decision: Will I do what I committed to or not?
- The toughest moment is before you begin, not in the last few minutes of the effort.

Greg's example: the hardest part of a 90-minute run is not minute 89—it's 30 minutes before starting, battling the decision to get up and go. The same is true in real estate:

- The hardest part of prospecting is starting at the scheduled time.
- Once you start, the calls, conversations, and opportunities unfold more naturally.

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WHEN AND HOW TO PRE-QUALIFY

There's a clear distinction between how you handle "ready now" sellers and "further out" sellers.

- **Future sellers (months or years out):** Your goal is to meet, connect, and educate. You do not run them through a full pre-qualification script upfront, because it adds pressure and may push them away. You can pre-qualify later when they re-engage as ready-now.

- **Ready-now sellers:** You must pre-qualify before the listing appointment. Otherwise, you walk in blind, and you're blindsided by surprises like other agents in the mix, unrealistic price ideas, or incomplete decision-makers.

The "MAP to a listing" framework:

- **M – Motivation:** Why are they selling, where are they going, what's their timing and pressure?
- **A – Ability:** Are they the decision-makers? Is there a mortgage? Are there repairs or updates needed? Can they actually move?
- **P – Price:** What are they hoping to get? What makes sense financially in their mind?

You also want to know:

- Whether they've done updates, what they've invested.
- Whether they're interviewing other agents.
- What matters most to them in an agent (marketing, communication, pricing strategy, track record, etc.).

You can gather this while setting the appointment or in a short follow-up call, as long as you get it before you walk through the door.

USING PRE-QUALIFYING QUESTIONS AS A CONVERSATION TOOL

Rather than running through a rigid checklist, you use pre-qualifying questions conversationally. You don't interrogate; you weave them into natural dialogue.

Typical questions include:

- "What has you thinking about selling?"
- "When you do sell, where do you plan on moving?"
- "How soon would you like to be there?"
- "Is the home ready to show, or are there things you want to do first?"
- "Have you made any major updates to the home?"
- "How much are you hoping to get? What would make sense financially for you?"
- "Besides getting it sold, what's most important to you in the agent you hire?"
- "Are you talking to any other agents, or am I the only one you're meeting with?"

These questions give you a roadmap for your presentation and help you avoid surprises at the end.

RAISING YOUR STANDARDS FOR "NO"

A critical mindset coaching point is shifting the burden of proof. Instead of assuming "no" as soon as you hear resistance, you hold the standard that the lead must clearly demonstrate zero motivation before you accept it as a true no.

Practically, this means:

- You continue asking calm, curious questions after the first or second no.
- You allow them to show you, through words and tone, that they really are not moving.
- If they cannot convincingly prove there is no motivation, you treat it as an opportunity and aim for an appointment.

This approach alone can dramatically increase your appointment count over the next 30 days.

TAKE ACTION

If you want more listings, you don't just need more leads—you need better conversations and more intentional appointments. Start by practicing these questions with a role-play partner, shifting your mindset about "maybe" leads, and committing to meet anyone with even a small amount of motivation. If you'd like help refining your dialogue, building your pre-qualification process, or designing a plan to increase your appointments and listings, reach out to Greg Harrelson to set up a time for focused business planning and skill development.

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