**5 Point Setting the Stage CARE Presentation**

Here’s how I work:

* Build Rapport
  + Ask the question: So what did (referral source) say about me that made you compelled to call?
* Want Vs. Need (Permission to Reject Me)
  + I am going to give you permission to reject me
  + As much as you are interviewing me to determine if I’m a good fit for your R/E needs, I am interviewing you to make sure you’re the right fit for my business.
* Triangle of Trust process (see previous email)
  + All that matters is the power of the relationship from which this client came from.
  + I have many relationships that hinge on our new customers
  + You have the home that’s on the line, I have my reputation
* Setting expectations
  + You’re going to hate me
    - At some point, most clients feel the pain of this process because we don’t set expectations correctly.
    - Tell them they will get frustrated and you KNOW it’s going to happen.
    - It’s nothing personal, buying a home is emotional.
  + Share with them the Turbulence letter and let them look at the things that could go wrong (see attached email)
* Agreement to work together
  + Reiterate the message about if we decide to work together, what your expecations are.
  + Reinforce the mindset that you have and what’s in it for them.
  + I need two things from you.
    - 1 – you go back to (referral source) and thank them for introducing us
    - 2 – that you commit to me that as this process evolves that, as we earn the right, you will introduce us to someone that you care about who could use the same level of service and experience.

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