

Magic Words: How To Motivate Your Buyers, Sellers, & Borrowers



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**You Can't Always Get
What You Want But If
You Try Sometimes, You
Just Might Find, You Get
What You Need.**

- Mick Jagger

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**During Times Of Crisis
Some People Move When
They Want, More People
Move When They Need.**

- Magic Words

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Joe Stumpf's
**BY REFERRAL
ONLY®**

Want Versus Need

NEED	WANT
 Needs Are Requirements	 Wants Are Desires
 Essential to Survival	 Not Essential For Survival
 Less Influenced By Time	 Heavily Influenced By Time
 Non-Fulfillment Leads to Adverse Outcomes	 Non-Fulfillment Leads to Mental Stress
 People Share The Same Needs	 Different People Have Different Desires

Motivation

NEED

+

WANT

Want Versus Need



Questions to Uncover Their Basic Needs



Where would you like to move?



How many bedrooms?



How much space?



What Price?

Questions to Focus on Their Needs



What's **important** about buying a home to you?



What will **this move** accomplish for you?



What **issues need resolution** before you move?



How would your family be **affected** if you moved earlier/later?

Questions to Uncover Fresh Thinking



What did **this time at home** reveal about your relationship with your house?



What challenges did _____ stir up?



How will you feel when **(problem)** is no longer an issue?



What **need to change** for you to feel good about everyone being home again?