

# Words to Win With

When you are working with clients who've never bought or sold a home or haven't done so in a while. They don't know what to expect or what to do. They may be nervous and feel a certain amount of pressure until the deal closes. It is very important that you use words and phrases that will manage the emotions and reactions of your clients.

## *Reasonable*

Even after a contract is agreed upon, there may be some terms or requests by the buyer that are fair, but the seller might be thinking: "This isn't fair... this isn't common !" The best word to use in this case is "reasonable." The word reasonable implies that the buyer is not greedy, bad or trying to take advantage. He is doing what is fair.

## *Fair*

Every buyer and seller wants to do what is "fair." It is a good word because it implies that all parties involved will be happy. Everybody wins; nobody loses.

## *Double-check*

In a situation where we are not sure or just don't know the answer, always tell clients that we will "double-check." A person who double-checks is a person considered to be thorough and diligent about checking the details.

## *Normal*

The word "normal" can be used when explaining future events. "Normally it takes about 45 days for a final approval on the loan."

## *Compensation*

Agents often use the word "commission." This implies it is "something you get." The word "compensation" implies something you earn.

## *We & Us*

These words create a sense of unity so the client knows we are all on the same team.

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