



# DAN'S 7 W'S

## APPOINTMENT SETTING CONVERSATION

### 1. THE WOULD —

Would they do it if it made sense?

**SELLER EXAMPLE:**

Would you sell if you could get your price?

**BUYER EXAMPLE:**

Would you buy if you found the perfect house?

### 2. THE WHERE —

Where would they do it?

**SELLER EXAMPLE:**

Where would you want to go next?

**BUYER EXAMPLE:**

Where is the perfect neighborhood?

### 3. THE WHY —

Why do they want to do it?

**SELLER EXAMPLE:**

Tell me, why do you want to go there?

**BUYER EXAMPLE:**

Help me understand what you are looking for; Why is that the perfect neighborhood?

### 4. THE WHEN —

When do they want to do it?

**SELLER EXAMPLE:**

In a perfect world, when would you want to be there?

**BUYER EXAMPLE:**

If it was up to you, when would you be moving in?

### 5. THE WHAT —

What's stopping them from doing it?

**SELLER EXAMPLE:**

What's stopping you from selling now?

**BUYER EXAMPLE:**

What's stopping you from buying now?

### 6. THE WHICH —

Which is a good time to meet to talk about it?

**SELLER EXAMPLE:**

Which is a good time to meet so we can talk about how to make that happen? Tomorrow or the day after?

**BUYER EXAMPLE:**

Which is a good time for us to get together and spend a few minutes chatting about taking the next step? Later this week or over the weekend?

### 7. THE WHO —

Who else do they know that wants to do it?

**EXAMPLE:**

Who do you know that may be looking to buy, sell, or invest in real estate?