Examples of Elevator Speeches

Commercial Real Estate

I have a broad based practice, so let me give you a specific example. I was called in four months before the grand opening of the Ritz Carleton in Boston to transition it from construction project to operating hotel. While four months is not usually enough time for this type of project, I hired and trained the staff such as concierges and doormen, wrote the operating manuals on what to say and how to dress, and made sure that the hotel, theater, and retail space systems all worked smoothly together. The hotel opened on time. My name is \_\_\_\_\_ with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and a great referral for me is a commercial construction project that’s within a year of its grand opening.

Realtor®

The simple answer is that I manage the millions of details involved in getting a house ready to show so that it gets the best possible price. Let me share a recent example. I was doing a walk through with a client and realized that he was so overwhelmed by the other details that he had overlooked a critical issue: His oil furnace was a fire hazard. We were able to fix the furnace so that it didn’tbecome an issue at the open house. If you would like a free report with 29 tips for getting your home sold fast (and for top dollar), you can visit the reports section of my website: \_\_\_\_\_\_\_\_\_. My name is \_\_\_\_\_\_\_ and I’m a Realtor® with \_\_\_\_\_\_\_\_\_.

Realtor®

I was working with a homeowner who didn’t want to replace her water heater before selling her home, but knew that it could be a sticking point with a buyer. She purchased our home warranty which meant that both she and the buyer were protected, and I’m happy to report that the the sale closed smoothly and on time

The simple 3 Step: XYZ

X Examples:

“You know how hard it can be to sell a home in this market?”

“You know how challenging it can be to navigate the first time home buying process?”

“You know how it's crucial to sell your home with an area specific professional?”

Well, I **Y** - this is the answer to their pain point.

Examples:

“Well, I have a proven system to make seller's homes stand out on the market.”

“Well, I simplify the whole home buying process for first time home buyers.”

“Well, I focus on helping exclusively sellers in this neighborhood.”

In fact, **Z** - this is the proof.

Examples:

“In fact, we have successfully helped 15 sellers this year.”

“In fact, I am helping 3 first time home buyers as we speak.”

“In fact, I sold 21 homes in this neighborhood last year.”