

THE 100% CLOSE RATE SYSTEM EVERY TOP AGENT USES

(But Nobody Teaches)

The Promise:

If you follow this process, you'll get a sale 100% of the time.

This isn't luck. It's not magic.

It's a predictable, repeatable process that every top agent uses; whether they realize it or not.

When you work toward clear objectives, you create clarity for yourself and confidence for your client.

And confidence creates closings.

The good news is... this guide will walk you through exactly how to do it.

When you follow this system 100% of the time, you get a 100% result, a sale and a closing.

Let's get started.

The Foundation: "Sell by Objective":

This mindset begins on Day One.

You have to believe that every consumer you meet is a sale. It's not a matter of if, it's simply when.

Your job is to move every relationship closer to that "when" by progressing through four objectives.

Each one gives you another chance to move the sale forward: predictably, professionally, and purposefully.

Objective 1: Make the Sale

You don't get what you don't ask for.

Top producers don't "hope" for the sale; they ask for it confidently.
You must know how to close, and that begins with trial closes throughout the process.

You should be asking 15–20 trial closes during every showing or consultation.
Here are examples you can rotate in naturally:

- *"How does this compare to what you currently have?"*
- *"On a scale of 1–10, can you see yourself living here?"*
- *"How does this kitchen compare to your current one?"*
- *"What would you change about this backyard?"*
- *"Is there anything you'd upgrade or keep exactly as is?"*

Your job is to help the client realize that the home already checks most of their boxes.

Follow the 80-10-10 Rule:

- 80% of the home works perfectly.
- 10% can be changed.
- 10% you'll compromise on.

A great closer says:

"Based on everything we've discussed, this home meets 80% of your wants and needs.
10% you can adjust, and 10% we'll live with.
Let's look at the comps and make an offer."

That's asking for the sale.

Objective 2: Sell the Contingency (or Sell "Subject To")

If they're not ready to say yes, give them permission to say "yes, subject to..."

Sometimes clients hesitate and that's okay.
Your job is to keep momentum alive by creating a "subject to" condition that moves the deal forward.

Examples:

- *"Let's go ahead and write the contract subject to you talking to the lender about payments."*
- *"Let's get the paperwork ready subject to confirming with your financial advisor."*
- *"Let's move forward subject to checking if you qualify for down payment assistance."*
- *"Let's list the home subject to confirming your relocation timeline."*

The phrase "subject to" keeps clients emotionally committed, while giving them psychological safety,
They feel in control, and you keep the deal alive.

Objective 3: Sell the Continuing Appointment

Always book a meeting from a meeting. (BAMFAM)

Never leave a conversation open-ended.
Every interaction must lead to a next step.

Examples:

- *"Let's go ahead and set a call with my lender tomorrow at 3:00."*
- *"I'll pencil you in for 10:00 a.m. Thursday to review the comps together."*
- *"Let's meet at the model home at 2:00 to walk through the next plan option."*

Even if you're unsure of the other party's availability, book it anyway.
If you don't, people vanish into "I'll think about it" land and momentum dies.

Keep the next appointment locked in. That's how pros close gaps and build continuity.

Objective 4: Sell the Reason for Follow-Up

When you can't move forward today, create a reason to reconnect tomorrow.

If you can't close or secure the next appointment,
never leave without giving the client a clear reason for you to follow up.

This means withholding small pieces of information: intentionally, so you have value to deliver later.

Examples:

- *"Let me check with the HOA about that fence or shed policy and get back to you."*
- *"I'll confirm whether the builder allows that design change and call you tomorrow."*
- *"Let me verify the property tax history and update you in the morning."*
- *"I'm going to check if there's any new inventory coming available before the weekend."*

Then always end with a promise:

"I'll be following up with you tomorrow once I get that information."

You've just created a professional, purposeful reason to continue the conversation, and that's progress.

The Guarantee

If you follow these four objectives every single time:

1. Make the sale
2. Sell the contingency (subject to)
3. Sell the continuing appointment
4. Sell the reason for follow-up

You'll move every client closer to a closing; every single time. When you follow the process 100% of the time, you get a 100% result. That result is called a sale.

You're not just selling homes.

You're selling confidence, clarity, and commitment.

This system isn't about pressure; it's about progress. It's how you help people make one of the biggest decisions of their lives, and it's how you consistently grow your business, your income, and your impact.

So go apply the 100% Close Rate System today. Make the calls, Ask for the sale, and book the next meeting.

Let's go help more families change their address, while you build your legacy.