



# **JEFF'S HOLIDAY OBJECTION HANDLERS**





# MEET JEFF GLOVER

Jeff Glover started his career in retail sales at the young age of 16. After becoming a Top 150 Salesperson for Circuit City nation-wide and later Art Van Furniture, at the age of 19, Jeff decided to enter the Real Estate field. With a strong focus on mastering the art of prospecting and presenting, Jeff quickly became the top agent in his office. After selling 30 homes in his first year in the business, he was sought out by one of the largest franchises in Michigan to manage one of their offices. After becoming the top recruiter two years in a row in that office, the 17 office firm with over 600 agents, promoted Jeff to their Director of Training and Recruiting. After a few years in that role, in 2009, Jeff started Jeff Glover & Associates, Realtors. That team is now composed of 25 agents selling over

1,000 homes a year and is the #1 home selling team in Michigan and top 25 in the nation. Jeff is also the Operating Partner of multiple Keller Williams Realty offices and in total, has just over 500 agents in his brokerages. Jeff is known industry-wide as a top sales trainer and professional speaker. His coaching and training organization, Glover U, hosts over 50 events per year and has over 25,000 attendees annually. Jeff not only talks the talk, he also walks it, at an average of 110 closings per year for himself personally in the last decade. In addition to selling Real Estate, Jeff enjoys participating in and giving back within his non-profit foundation, Glover's Heroes, where their mission is to help local heroes in the communities they serve.

You are the product of the 5 people you spend the most time with.

# WHO'S IN YOUR INNER CIRCLE?



Join Glover U Inner Circle on Facebook





# HOLIDAY OBJECTION HANDLERS

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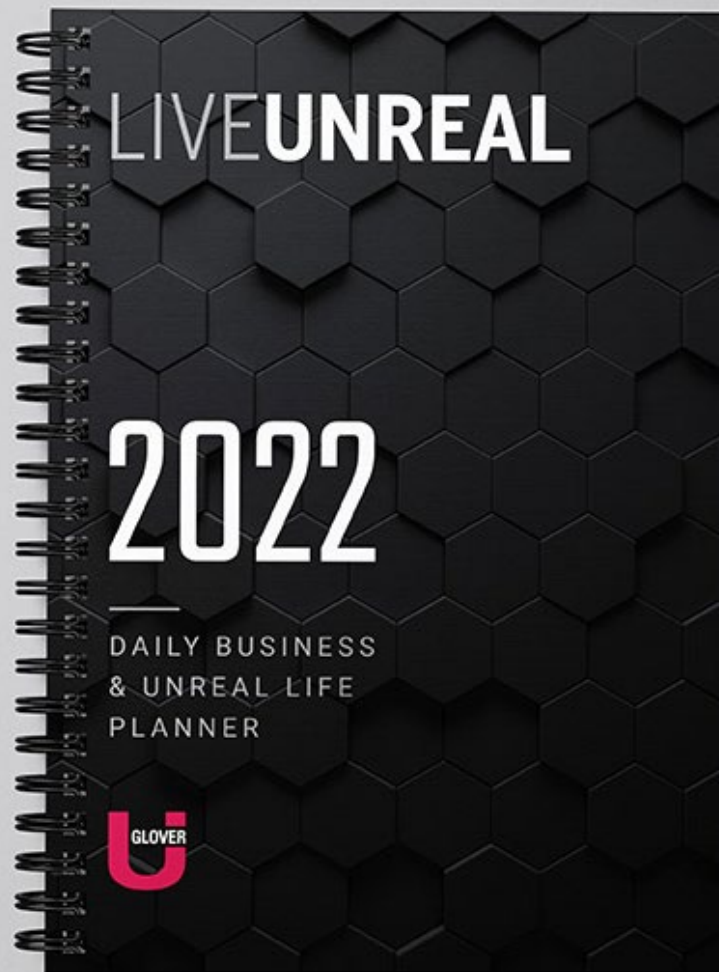
## THINKING OF WAITING UNTIL SPRING? THINK AGAIN!

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1. Only **SERIOUS** buyers will brave winter weather and forego holiday preparations to look at homes, so “lookers” will not inconvenience you.
2. There is less **COMPETITION**. Some people actually believe there is no Fall/Winter market, so they let their listings expire or wait until after the holidays – all the better for you! Less competition means quicker sales at the best possible price for you!
3. Homes **SHOW BETTER**, decorated for the holidays.
4. There is **PLENTY** of mortgage money available and financing rates are great right now! This gives buyers more spending power, and will be even more important when you begin shopping for your new home.
5. Lenders aren’t as busy at this time of year and can process loans **FASTER**, which means a quicker closing for you and the ability to move on to your new destination sooner.
6. Buyers use holiday **VACATION** days to house hunt...the holidays at year-end are “buying” days for relocating buyers.
7. Many large corporations move executives during the holidays...and since KW is the largest national franchise in the country, there is a greater chance that we will have a RELOCATION buyer for your home!
8. It’s **EASIER** to prepare your home for sale in winter months – no lawn cutting, weeding flower beds, etc.
9. If you sell during the winter months (a “Seller’s market), you can buy in the **SPRING** (a “Buyer’s market) when all those who delayed selling flood the market with listings – a better selection for you and you’ll have a SOLD home—better negotiating opportunities for you also!
10. Buyers are more **EMOTIONAL** during the holidays, so they are more likely to pay your price!
11. Some people buy before the end of the year for **TAX** reasons!
12. You can still be on the market, but you have the option to **RESTRICT** showings during the actual holiday week.
13. You can sell now for more money and we will negotiate **OCCUPANCY** so you are not moving during the middle of winter. (Show Timing Analysis)

2022 BUSINESS PLANNER

\$39



GLOVERU.COM/SHOP

# FREE RESOURCE CHECKLIST

We've created a handful of free resources that you can leverage to grow your real estate business. Make sure you're taking advantage of everything that's available to you!

**ACCESS ALL RESOURCES AT [GLOVERU.COM](https://gloveru.com)**

## ☐ SCRIPTS

Jeff Glover's entire script book is free for you to download and use!

## ☐ LIVE UNREAL PODCAST

Subscribe to our weekly podcast, all about Real Estate sales & business strategies.

## ☐ BUYING POWER CHECKLIST

Help your Buyers and get more buyer offers accepted.

## ☐ BUSINESS PLAN

Visit [gloveru.com](https://gloveru.com) to download Jeff Glover's yearly Real Estate business plan.

## ☐ GLOVER U INNER CIRCLE

Private Facebook Group: network with top agents & get direct access to Glover U coaches.

## ☐ YOUTUBE CHANNEL

Subscribe to Glover U on YouTube for Real Estate training videos and webinars.

## ☐ JEFF'S MORNING MESSAGE

Sign up to receive a daily (M-F) real estate sales and business text directly from Jeff!

## ☐ GLOVER GAZETTE

A totally free, real estate business and sales publication.



# COACHING PROGRAMS

## **ELITE COACHING** \$1,500/month

Learn leadership, models, systems, and operations to get to the next level for both Rainmaker and Lead Admin by taking a "team" approach to coaching by having not one, but two coaches committed to your growth.

## **1-1 COACHING** \$1,000-\$1,500/month

Learn the models, systems and skills it takes to become a Mega Agent or Mega Leader through our most popular coaching program designed to fit your needs and goals with a hand-selected Glover U coach.

## **OPERATIONS MASTERY** \$399/month

Learn the ins and outs of running a successful Operation from Jeff Glover & Associates Operations Managers, Taylor Kerrigan & Taylor Cornfield. This coaching focuses on processes and procedures for your business to maximum growth in an efficient manner.

## **LISTING MASTERY** \$399/month

In this group coaching program, learn to become a listing master from the master himself! Jeff will share everything he and his team do to average 75 listings taken a month even in this listing scarce economy.

## **PROSPECTING BOOTCAMP** \$299/month

Get coached by top Prospecting Agent and former Inside Sales Manager of JGA, Justin Ford to learn how to generate seller leads in a small group setting - without spending a dime on marketing.

## **EMPIRE BUILDING**

### **FROM SALESPERSON TO CEO** \$399/month

This group course taught by Matt Sutter, who is our head Leadership and Business coach, teaches a blend of Jeff and Matt's nearly 40 years of experience in leadership, much of it being related to leading over 15 different multi-million dollar revenue companies.

## **BUYER MASTERY** \$399/month

This group course is designed and written by our top Buyer Agent on the team who closes 50+ transactions a year utilizing all of our buyer methods for success.

## **MARKETING MASTERY** \$399/month

Greg Erlanger, leader of the #1 Real Estate team in Ohio, teaches the marketing tactics and strategies he and Jeff himself use daily to lead their teams to the top.

### **REAL AGENTS. REAL RESULTS.**



Since joining Glover U, **my business has gone up exponentially**...one of the best decisions I've ever made for my business.

**JESSICA SPENCER**

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