

Five conversations to *restart* this week.

Return to why they wanted to move. Understand what staying leaves unresolved. Help them see their choices.

Choose

Find a remembered reason for moving.

Write

Ask what their situation looks like now.

Continue

Make options and trade-offs visible.

YOUR FIRST 30 MINUTES

- 10 minutes: choose five people. 10 minutes: write five messages.
- 10 minutes: check the details and send through an appropriate channel.

02 / FIND THE STARTING POINT

Start with why they *started*.

A stalled transaction can leave a real-life problem unresolved. Find out whether it still matters.



01

What did they want to change?

More room, a workable commute, less upkeep, a move closer to family. Find the actual words in your notes.

A property preference can point to a life problem. Confirm it.



02

What does staying mean?

How are they managing the situation now? Have they found a solution, or is the same difficulty still there?

Ask with curiosity. Do not manufacture consequences or urgency.



03

What would a workable choice require?

Which limit mattered: payment, timing, sale proceeds, disruption, or something else? What is flexible?

Help compare options inside their real constraints.

BEFORE YOU RECONNECT

Use a remembered conversation, not a guessed motivation. Respect contact preferences and existing representation. If the goal has changed or they prefer to stop, accept that answer.

03 / SPACE / PAYMENT

More room. *A payment that works.*

Fictional teaching situation. Adapt the reasoning to an actual conversation.

THE ORIGINAL REASON / THE STALL

They wanted another bedroom, but the proposed payment stopped the search. Their housing need may still exist; it may also have changed.

LOOK FOR THIS IN YOUR NOTES

Find their original reason for needing space, the payment limit they stated, and which options were actually ruled out.

REOPEN THE CONVERSATION

You said you needed more room, but the payment stopped us. How are you making the space work now?

FOLLOW THE ANSWER

If they describe an ongoing problem: What would the extra room make easier day to day? Is the payment limit we discussed still the right one to work within?

MAKE YOUR HELP CONCRETE

With permission, compare a small set of current options against that limit and the space need. Include staying or adapting the current home. A lender confirms current financing and all-in payment estimates; do not assume a price cut fixes affordability.

OTHER ANSWERS ARE VALID

We made it work: ask whether they want to leave the conversation there. Still crowded: agree what to investigate. Not moving: respect it; do not argue against their choice.

What is the commute *costing them*?

Fictional teaching situation. Adapt the reasoning to an actual conversation.

THE ORIGINAL REASON / THE STALL

They wanted more time at home, but moving closer meant giving up space or spending more. The home search stopped before the trade-off was resolved.

LOOK FOR THIS IN YOUR NOTES

Find what the commute interrupted: dinner, school pickup, sleep, or something they actually named. Record their space and budget constraints.

REOPEN THE CONVERSATION

You said the drive was making it hard to get home for dinner. Has that gotten any easier?

FOLLOW THE ANSWER

If it is still difficult: What would need to change for the move to be worth it? Which space requirements are essential, and which could be flexible?

MAKE YOUR HELP CONCRETE

Compare two actual locations with staying. Show verified travel information, housing costs, space and the remaining unknowns. Ask them to check travel at their real times. Let them decide which trade-off is acceptable.

OTHER ANSWERS ARE VALID

Schedule changed: update the goal. Still losing time: offer the comparison. Space is non-negotiable: keep that limit instead of pushing a closer home that fails it.

05 / UPKEEP / PREPARATION

Less upkeep. *Less disruption.*

Fictional teaching situation. Adapt the reasoning to an actual conversation.

THE ORIGINAL REASON / THE STALL

They wanted a home that was easier to maintain, but preparing the current house for sale felt like another overwhelming project.

LOOK FOR THIS IN YOUR NOTES

Find what they wanted relief from and what made preparation hard: cost, physical work, decisions or disruption. Do not assume which matters.

REOPEN THE CONVERSATION

You wanted something easier to maintain, but getting this house ready felt like a lot. What is taking the most out of you now?

FOLLOW THE ANSWER

If upkeep is still the issue: What would you most like to stop having to manage? Which part of preparing to move feels hardest?

MAKE YOUR HELP CONCRETE

Build a short preparation list with reasons, missing information and who could handle each task. Compare scope and actual estimates before recommending spending. Explore a sale with less preparation where appropriate, with its trade-offs visible.

OTHER ANSWERS ARE VALID

Budget is the limit: investigate scope before work. Disruption is the limit: map responsibilities and timing. They prefer to stay: consider useful support only if wanted, without a listing pitch.

06 / FAMILY / MOVE SEQUENCE

Closer to family.

A workable sequence.

Fictional teaching situation. Adapt the reasoning to an actual conversation.

THE ORIGINAL REASON / THE STALL

They wanted to move closer to family, but selling and buying without carrying two homes felt impossible. Timing became the entire conversation.

LOOK FOR THIS IN YOUR NOTES

Find what being closer would make possible and the actual funding or overlap limit. Separate the desired life change from the proposed sequence.

REOPEN THE CONVERSATION

You wanted to be closer to your daughter, but the sell-and-buy timing stopped us. Is being closer still something you want to work toward?

FOLLOW THE ANSWER

If yes: What would being nearby change for you? What could you be flexible about in the move, and what absolutely needs to hold?

MAKE YOUR HELP CONCRETE

With their permission, compare sell-first and buy-first paths using lender-confirmed constraints. Explore temporary housing only if acceptable, with costs and logistics. Make dependencies visible before recommending a route.

OTHER ANSWERS ARE VALID

Goal still matters: agree one fact to confirm. Temporary housing is unacceptable: retain that limit. Family plans changed: revise the goal or close the conversation; do not sell the old plan.

07 / UNCERTAINTY / WAITING

Waiting for certainty. *Choosing what to watch.*

Fictional teaching situation. Adapt the reasoning to an actual conversation.

THE ORIGINAL REASON / THE STALL

They wanted a change but paused because rates, prices or the wider outlook felt unpredictable. They may need a decision standard more than another prediction.

LOOK FOR THIS IN YOUR NOTES

Find what the move was meant to solve, what they feared, and what they meant by waiting. Do not interpret waiting as permission to keep pushing.

REOPEN THE CONVERSATION

You wanted to move, but there was too much uncertainty. What would you need to feel clearer about before revisiting it?

FOLLOW THE ANSWER

If they name a concern: What would make a move workable for you? What would make staying the better choice? Is there a date or event that would make a fresh look useful?

MAKE YOUR HELP CONCRETE

Write down their limits and compare current options with staying. Choose one relevant fact to verify and an agreed review point if wanted. Separate facts, estimates and unknowns. Do not forecast an election result, rate drop or market bottom.

OTHER ANSWERS ARE VALID

Specific threshold: record it and agree whether to revisit. Still unsure: offer one focused comparison if wanted. No contact wanted: stop. No reply: silence does not establish interest.

Help them gain *decision control*.

You cannot control the market. You can clarify the goal, options, limits and next useful action.

WORKED EXAMPLE / FICTIONAL

Alex wants to be closer to family, but cannot carry two homes. Being nearby still matters. Next: confirm funding constraints and whether temporary housing is acceptable. No move sequence selected yet.

MOVING / ONE POSSIBLE PATH

What does this choice solve?

Use their own words. Do not assume the benefit.

STAYING / CURRENT ALTERNATIVE

What does it leave unresolved?

Name costs, disruption and compromises without exaggerating.

What must be verified?

Separate known facts, estimates and unanswered questions.

What is the next useful action?

One task, an owner and an agreed date if wanted.

A USEFUL OUTCOME

A clearer choice or a decision to wait can be progress. A reply is not a commitment to move.

09 / TURN THE REPLY INTO WORK

Make your help *concrete*.

Two more tools for the questions your contacts raise. Fill them in together; avoid guessing.

01 / PREPARATION DECISION LIST



Start with the owner’s goal and budget. Separate a reason to investigate from a decision to spend.

ITEM	REASON TO CONSIDER	INFORMATION NEEDED	DECISION / OWNER
Paint / example	Owner wants a cleaner presentation.	Condition review and written estimate.	Investigate first. Owner decides after review.

02 / LOCATION TRADE-OFF CARD



Ask: “What must be true for a home to work, and where would you consider a trade-off?”

EXAMPLE / SPACE VERSUS COMMUTE

Do not decide which matters more for them. List each priority, the evidence for each option, and anything that still needs checking.

PRIORITY / MUST OR PREFER	OPTION A / FACT OR UNKNOWN	OPTION B / FACT OR UNKNOWN

FINISH WITH A DECISION

What became clearer? What still needs checking? Who will do it, and by when?

Your five-person working sheet.

Use initials or private labels. Keep client details private when sharing a draft for feedback.

#	Person	Why they started	What staying means	Useful next step
1				
2				
3				
4				
5				

ONE MESSAGE TO SEND

Before sending: a real remembered reason. A question you can hear the answer to. Help you can deliver.



YOUR NEXT STEP

A private *mastermind session.*

Bring one anonymized follow-up situation.
Leave with a sharper message
and a clear next action.

Hosted by Grant Law
Craft & Bauer | Real Broker

Choose your session time

joincraftbauer.com/mastermind