

# REPOSITIONING

## Real Estate Terms

### Rejection Words:

Down Payment

Monthly Payment

Price

Sell Your Home

Contract

Signature

List Your Property

Deal

Signed Deal

Agent

Commission

Negotiate

### Repositioned Term:

Initial Investment

Monthly Investment

Market Value

Total Value

Total Investment

Transfer Your Equity

Agreement

Paperwork

Approval

John Hancock

Authorization

Endorsement

O.K.

Represent You Exclusively

Opportunity

Transaction

Marketing Consultant

Sales Representative

Investment Specialist

Marketing Fee

Fee For Service

Work Out The Details