

BUYER INTERNET LEAD SCRIPT

BUYER PROSPECT - SITUATION 1: PAID FOR LEADS FROM ZILLOW, REALTOR OR SIMILAR SERVICE

AGENT: Hi, this is Agent Name, with Agent's Brokerage, I saw that you are interested in this property, I am in the area tomorrow morning, would you like to take a private tour?

PROSPECT: Yes

AGENT: Wonderful! I am also going to send you a few others that I think you might like and we can see everything that interests you! Look forward to meeting you!

SITUATION 2: PHONE IS NOT ANSWERED BY BUYER

Have a video prepared on your phone with the following and text to the client

AGENT: Hi, this is Agent Name, with Agent's Brokerage, I'm sorry that we weren't able to connect! I always like it when I can put a face to a name so I just wanted to virtually introduce myself! I would love to show you the home you are interested, feel free to text me back what day/time works and I can get it scheduled! Looking forward to meeting you in person.

COMMISSION OBJECTION SCRIPT

REAL ESTATE COMMISSION OBJECTIONS:

OBJECTION 1: Will you reduce your commission?

“I am sorry I am not permitted to reduce my commission. You see, if we laid \$6 on the table, \$3 of that would go to the buyers agent’s brokerage, \$1 would go to my broker and a \$1 goes to all of the marketing work that I do. That only leaves over a \$1 for my expertise, time and effort. I promise that I will maintain the integrity of my commission and you can expect me to maintain the integrity of negotiating the price of your home.”

OBJECTION 2: The other agent said he would charge less.

“Let me ask you a question, have you ever purchased an item in the past based primarily on price and later found out the quality wasn’t what you expected or as good as you thought? (S-I-L-E-N-C-E.....WAIT FOR RESPONSE) Since your home is one of your largest assets, it makes sense to protect it and go with the best service and company you can find. Plus, which is more important, the commission you pay or the amount you receive at closing?”

FSBO PROSPECT SCRIPT

SITUATION 1: NO ACTIVE BUYERS, JUST TRYING TO CONNECT WITH POTENTIAL SELLER

AGENT: Hi, this is Agent Name, with Agent's Brokerage, I saw that you have your home for sale on Zillow (or insert where you saw it) and I am calling to see if you are working with buyer's agents if I showed your house?

PROSPECT: Yes

AGENT: Wonderful! I have several clients that I think this might match up with nicely and I would like to preview it as soon as possible! When can I pop over to take a quick peak?

SITUATION 2: SPECIFIC BUYER

AGENT: Hi, this is Agent Name, with Agent's Brokerage, I saw that you have your home for sale on Zillow (or insert where you saw it) and I am calling to see if you are working with buyer's agents if I showed your house?

PROSPECT: Yes

AGENT: Wonderful! When can I pop over to take a quick peak? Also, I have a form that I need signed stating that you will be paying a 3% real estate commission for a buyers agent.

OPEN HOUSE FOLLOWUP SCRIPT

OPEN HOUSE PROSPECT

SITUATION 1: MET POTENTIAL BUYER AT OPEN HOUSE AND THEY DID NOT LIKE THE HOME

AGENT: Hi, this is Agent Name, with Agent's Brokerage, it was so nice meeting you and your adorable family last weekend. I know you didn't like that house because of {INSERT REASONS} and I wanted to let you know that there was a new house around the corner just popped up on the market and I think you will like it. Do you have time to look at it tomorrow afternoon?

PROSPECT: Yes

AGENT: Wonderful! I am also going to send you a few others that I think you might like and we can see everything that interests you! Look forward to seeing you again!

SITUATION 2: MET POTENTIAL BUYER AT OPEN HOUSE AND THEY DID LIKE THE HOME

AGENT: Hi, this is Agent Name, with Agent's Brokerage, it was so nice meeting you and your adorable family last weekend. I know you really liked the house and I wanted to let you know that I sent you a few other houses that are comparable. Do you want to take a look at them tomorrow afternoon?

PROSPECT: Yes

AGENT: Great, I really think seeing all the houses in the area that meet your criteria will help you decide about the house we met at. Look forward to seeing you again!

SPHERE OF INFLUENCE SCRIPT

Use this script when calling on your past clients, friends, family and overall sphere of influence.

1. Hi, this is (Agent Name). I just wanted touch base and see how your doing since the last time we chatted. (Make conversation, catch up)

2. That's great! I like to make regular calls to the most important people in my sphere now and then to stay in touch and to also ask if you may know anyone looking to buy or sell a property right now?

3. If they know someone - Great! Would it be possible that I get thier contact information from you so I can followup with them and offer my services?

5. Wonderful - Thank you so much for the support, I really appreciate it! Have a wonderful day!

EXPIRED LISTING SCRIPT

Hi! This is (Agent Name) with (Agent Brokerage). I work as a successful listing agent in your area and noticed your property is showing as an expired listing in our system. I wanted to be one of the first to contact you and offer my services as I've had great success turning expired listings into successful sales. Do you have just a moment to chat? Great!

1. Are you still hoping to sell or relist your house?
2. Is there a certain time frame you are hoping to sell the home in?
3. Why do you think your home didn't sell?
4. What are some of the services or marketing you would like to see happen on the next listing?
5. Would you have time to meet this week so I may tour your home, review my marketing package with you and give you my honest feedback?
6. Great! Are you available this week on (day) at (time)?
7. I look forward to meeting you!

EXPIRED LISTING SCRIPT 2

Hi! This is (Agent Name) with (Agent Brokerage)

Agent: I just noticed your listing expired and I wanted to ask if I could come by and take a tour of your home? I was hoping to give you some honest feedback on why it hasn't sold yet and ideas for how to get it sold successfully. I promise to give you truthful guidance and feedback so I do not waste your time! Does this sound good to you?

Agent: Great! I look forward to stopping by!

PRICE REDUCTION SCRIPT

PRICE REDUCTION SCRIPT 1

I. I've reviewed the most recent feedback and market activity and believe now would be a smart time to make a strategic price reduction. Here are my thoughts:

1) Let's reduce the price by (suggested amount) to begin - and hold price there for 21-30 days. I believe with this reduction, the price will not only increase the buyer pool but be closer to the "sweet spot" where buyer's will be most comfortable submitting an offer.

PRICE REDUCTION SCRIPT 2

Hi! I wanted to give you an update on the latest showing report, feedback and market activity (review amount of showings and pattern of feedback). As we spoke about at the initial listing appointment, I do feel it is time to make a price adjustment to increase activity and get the price more in line with what the market is telling us. I would suggest reducing the price to (suggested price). Are you in agreement?

DOOR KNOCKING SCRIPT

Just Listed Door Knocking Script:

Hi, I'm (agent name) with (Agent Brokerage) and I just listed your neighbor's home for sale at (address). It's such a great time to sell, I wanted to stop by and introduce myself and ask if you might know anyone that may have interest in the home or if you might be interested in selling.

If no, then: Ok, it was great meeting you and if you know anyone interested in the home I just listed please send them my way! (hand them business card).

If Yes, then: Great! (Schedule time to come back and give listing presentation if they are interested in selling OR collect name/address of person they refer). Thanks so much for that information. It was so great to meet you.

NEW AGENT SCRIPT - HANDLING LACK OF EXPERIENCE

Solution: Highlight Your Social Media Marketing Knowledge

While I am new to real estate, I am an expert in marketing - specifically social media marketing. I know exactly how to target social media ads and campaigns to the people most likely to move. It is not optional any more to have an agent that is tech savvy and understands social media marketing. They say the first showing is online nowadays and getting the most exposure to the online audience is what sets a listing apart to help it sell fast and for top dollars. All our online marketing efforts are to get as much traffic to your listing as possible and obtain the biggest reach we can. I have the utmost confidence that I can achieve successful results for you with this knowledge.

DOOR KNOCKING SCRIPT 2

Just Sold Door Knocking Script

Hi, I'm (agent name) with (agent brokerage), and I just sold the home on (address) in your neighborhood. We had so much demand from buyers on that home, that we thought it would be wise to reach out to neighbors to find out if you may be interested in selling your home or if you may know someone else in the neighborhood that is.

PRE-FORECLOSURE SCRIPT

PRE-FORECLOSURE SCRIPT:

Hi, this is (agent name) with (agent brokerage). I noticed in the county records that the mortgage holder has begun the foreclosure process on your home and what a stressful time this must be. I wanted to find out if you may be looking to sell your home prior to the foreclosure process being finalized?

I'd love to help you and let you know about various options that may be available to you, such as a short sale, with regard to selling your home during this difficult time.

Would Tuesday or Thursday this week work best for you?