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Business Professionals Script

1. Hi, I’m looking for __________. Hi (Name)...this is __________ with __________, your professional realtor...how are you today? Excellent!

2. I’m calling because I know from time to time you have clients who may need an opinion or a price quote on their real estate...and I was curious...who do you normally refer them to? (X) Great!

3. As one of the top realtors in town, I would like to be a resource for you and your clients (or be a second opinion). What would be the best way for us to connect: a face to face meeting, or should I forward some information on my services? (X) Perfect!

4. (Name)...I’ve started a program called “Professionals Serving Professionals,” with the goal to be your one stop shop for every real estate need you or your clients may have.

5. One of the services that I provide my clients is an annual market analysis, free of charge, so they know the most current values of their properties...would you like me to forward you a sample? Wonderful!

6. (Name)...is there someone on your staff, a special client, or a personal property you may own, that you’d like this prepared for? Terrific!

7. Statistics show that four to five people you know will be buying or selling a home this year, did you know that? Interesting

8. (Name)...moving forward, I know that this obviously won’t be the main thing on your mind, so would you mind if I called every couple of months to check in with you? Terrific!

9. (Name)...I want to thank you in advance for your help!
Business Professionals Follow-up Script

1. Hi, I’m looking for ________, Hi (Name)…this is ________ with ________, your professional realtor…how are you today?

2. I’m following up to see if you or any of your clients need any real estate related services at this time? Great!

3. (Name) do you know anyone personally who is been considering moving up, down, or out of the area? Excellent!

4. (Name)…I appreciate your time! If there’s anything you need don’t hesitate to call. Otherwise, I’ll speak with you soon. Have a great day!
Current Client Referrals Scripts

Script for New Listing

Mr. and Mrs. Seller…Thank you so much for your listing; I have two goals while working with you. First, is to sell your home as quickly as possible for the highest price. Second, is to give you such great service that you automatically refer me to anyone you know who wants to buy or sell for the rest of your life! Sound good? Before I let you go…who else do you know now that might need my services?

Script for New Sale (Your Seller)

Mr. and Mrs. Seller…I am so happy we were able to sell your home. At this point, __________, my closing coordinator will take over to make sure your sale closes smoothly. As you know, my business is based on referrals from great clients like you. You’ve probably been involved in lots of conversations about moving lately. Before I let you go…who else do you know that may need my services at this time?

Script for New Sale (Your Buyer)

Mr. and Mrs. Buyer…I am so happy we were able to sell you a home. At this point, __________, my closing coordinator will take over to make sure your sale closes smoothly. As you know, my business is based on referrals from great clients like you. You’ve probably been involved in lots of conversations about moving lately. Before I let you go…who else do you know that may need my services at this time?

Script to Call Active Listings

(After discussing their property) – Mr. and Mrs. Seller…referrals are the lifeblood of my business. Before I let you go…can you think of anyone else I can help at this time?
Script to Call Pending Clients
(If someone else besides you is doing the transaction follow-up)

Hello…its _________ calling…how are you?  I am in regular communication with _________, your closing coordinator, who assures me everything is on track with your sale.  Now that your home is sold, I am calling to see…who else do you know that needs to buy or sell in the near future?  Thank you so much.  Referrals from great clients like you are the lifeblood of my business.
Ex-Realtors - Past Clients and Centers of Influence Script

1. Hi (Name)...My name is ______ with ______...I was referred to you by ______, your former real estate agent... do you have a minute for me? Great!

2. (Name of former agent) wanted me to contact you personally to let you know he/she has chosen me as their preferred agent for all their friends and family... when was the last time you spoke with (former agent)? Excellent!

3. (Name) with your permission...I’d like to add you to my mailing list and begin providing you with the same high level of service I do for all of my clients... would that be okay with you? Wonderful!

4. Let’s go ahead and update your records:
   • Address
   • Phone Numbers
   • E-mail address

5. (Name)...before I let you go...statistics show that you’ll run into 4 to 5 people that want to buy or sell real estate in the next 12 months... did you know that? Terrific!

6. Is there anyone you know now...that needs some advice on real estate? Great!

7. Who do you know that maybe looking to move to a bigger home, buy their first home, buy an investment property...or move out of the area? Excellent!

8. (Name)...I really appreciate your time...moving forward, obviously finding me referrals won’t be the main thing on your mind...so I’ll check in every few months to see how you’re doing and who you may know... until then...you have a great day, okay?
Past Client/Center of Influence Script #1

1. Hi...this is _____ with ______. I hope you and your family are well. Do you have a quick minute for me? Thank you!

2. I was wondering if I could help you with any real estate questions you might have. Great!
   Examples:
   • Are you curious about the value of your home?
   • Do you want to know what is going on in your neighborhood?
   • Do you want to know general market conditions?
   • Is it time to sell your home?
   • Should you be re-financing now?

3. As you know...I want to be your resource for everything real estate-related. Please call me if you ever have questions...okay? Terrific!

4. _______ (name)...my business is based on referrals from great clients (friends, people) like you. So...Before I let you go...Who do you know that needs to buy or sell a home now or in the near future? Excellent!

5. Can you think of anyone from your office, neighborhood, family or church? Super!

6. I appreciate your help and if anyone should come to mind please don’t hesitate to call me! Thank You!

This script is meant to be used somewhat loosely. You will be calling your PC/COI four to six times per year, alter the script when necessary.
Past Client/Center of Influence Script #2

1. Hi, this is ____________ with ____________, (Name). How are you? Terrific!

2. (Name), I called because I wanted to ask you a favor. Do you have a second? Thank you.

3. I’ve set a goal for myself to help ______ families buy or sell a home this year and as you know, referrals are the lifeline of my business.

4. (Name), can I ask you a question? Great! Would you feel comfortable referring people to me as a real estate agent? Excellent!

5. Who do you know right now that is looking to buy or sell a home? Great!

6. What are their names and the best number where I can reach them? Super!

7. Statistics show that four to five people you know will be buying or selling a home this year. Did you know that? Interesting

8. (Name), moving forward, I know that this obviously won’t be the main thing on your mind, so would you mind if I called every couple of months to check in with you? Terrific!

9. (Name), I want to thank you in advance for your help!
Staff COI Referral Script

1. Hi (Name), this is ________, now with (team/agents name). How are you today? Excellent!

2. I was following up to make sure you received my announcement letter. Did you see it? Great!

3. Thanks so much! I’m so excited to be active in real estate, and of course it’s really great to be associated with (team/agents name).

4. (Name)...there are so many agents in this business that just don’t provide the level of service they should; it’s scary! Don’t you agree?

5. So, are you okay with me adding you to our preferred client mailers? Wonderful!

6. Periodically, (agent) or I will be contacting you to see if there’s anything we can do for you or if you know someone that needs a great real estate agent. (Name) we receive a lot of referrals, and we’d love it if you’d refer us as well okay?

7. (Name) I’ll let you go...thanks so much for your time, and have a great day!
Builder and New Home Sales Script

1. Hello, ________________. This is ____________ with ____________. How are you today? Great!

2. (Name), I am calling to see if you and I can help each other. Do you have a moment? Excellent!

3. I was curious…do you have any homes that you could close if the buyers didn’t have a home to sell? Great!

4. Do you know if those buyers are currently listed?

5. (Name), my goal is to help you sell your homes faster. If your perspective buyers have an agent to assist them through the selling process, it would make your job much easier. Wouldn’t you agree? Fantastic!

6. (Name), could you do me a favor? If I send you my cards… would you hand them out to your prospective buyers? Wonderful!

7. Before I let you go, I was wondering…who is helping you with the marketing of your properties? Terrific!

8. My marketing plan will only take 10 to 15 minutes of your time. When can I come by and quickly show you how I can get your properties sold? Is __________ or __________ better for you?

9. Thank you, and I look forward to meeting with you on __________ at __________!
The Expired Script

Hi, I am looking for _____ . This is _____ with _____ . Of course, you know your home is no longer listed with your previous agent, and I was wondering...when do you plan to hire an agent who will get your home sold? Terrific!

-or-

Hi, I am looking for _____ . This is _____ with _____ . I noticed your home was no longer on the market. I was calling to see...do you still want to sell it?

If it is clear they are getting lots of calls, use these effective lines:

Are you just taking your home off the market?

Are you getting a lot of calls?

These agents are like rats coming out of the woodwork...aren’t they?

Can you imagine if you had to work with these people everyday like I do?

1. If you had sold this home, where would you be going? And you’re still here!

2. What is your time frame to be moved? Ouch!


4. How did you pick the last agent? That obviously didn’t qualify them to sell your home.

5. Has anyone told you exactly why your home did not sell? Great!

6. The only reason a home does not sell in today’s market is because of exposure...did you know that?

7. If I can show you how to upgrade your exposure to the market and get your home sold, would that be of interest to you? Perfect!

8. Let’s meet for 15-20 minutes so you can see exactly what it will take to sell your home. Can I come by today at 4, or is 6 better for you?
FSBO Script #1

1. Hi, I’m looking for the owner of the home for sale.

2. This is ____________________ with ____________________. As an area specialist, my goal is to know about all the homes for sale in the market place for the buyers I’m working with. Do you mind if I ask you a few questions about your property? Excellent!

3. I know the ad in the paper said it had _____ bedrooms and __ baths,
   • Are the rooms a good size?
   • How is the kitchen?
   • Have the bathrooms been remodeled?
   • Would you tell me about the yard?
   • Tell me about your neighborhood; do you feel it’s nice for raising a family?
   • Is there anything else that is important to know?

4. Sounds like you have a great home, why are you selling? Great!

5. Where are you moving? Terrific!

6. How did you decide on that area? Fantastic!

7. Who did you want to sell your home to; a friend, neighbor or a relative? Great!

8. How much is the new house you are buying? Good for you!

9. So, do you have to sell this home first to close on the new one? Great!

10. What is your time frame? Okay…

11. How did you determine your sales price? Got it.

12. You know, with as many homes as are on the market right now, what are you doing differently to market yours? What else?
13. If there was an advantage to using me to market your home, would you consider it?

14. Normally at this point I would say let’s get together for 20 minutes or so to discuss how we can help you achieve your goal. I have some time (______) or would (______) be better for you?

15. I’d like to have some information delivered before we meet. Where should I send it...to your home or office?

16. I look forward to meeting with you on (____)! Thanks again and have a great day!
FSBO Script #2

Hi, I am calling about the ad in the paper; you sound like the owner. Great_________, this is ____________ representing_____________. I know you have the home up for sale by owner, and I understand you are trying to sell the home yourself so I won’t take up much of your time.

1. I was wondering...are you cooperating with Real Estate Agents?

2. Where specifically is the property located? Get address.

3. What subdivision is that in? Terrific!

4. Could you describe the landscaping? Sounds great!

5. How would you rate the interior? Average, above average, or needs improvement? Excellent!

6. Wow, this home sounds great...why would you even want to sell it? Good for you!

7. If you sold this home, where would you go next? That’s exciting!

8. How soon do you have to be there? Really?

9. How long have you owned this home? Good for you!

10. Not that the price is too high or too low, however I’m curious...how did you determine the sales price? Wonderful!

12. Why did you decide to sell yourself rather than hire a powerful agent...like __________...for the job of selling the home? Excellent!

13a. What time frame have you given yourself before you will interview a powerful agent, like me, ________ at __________, for the job of selling your home? Wonderful!

13b. (If they say never) What has to happen...before you will consider...hiring a powerful agent, like me, for the job of selling your home? I see.
14. This sounds great. Since you’re selling a home in the ______ area and I sell a lot of homes here, you should invite me over so I can see your home. This way I could describe it to a potential buyer. Does that make sense? Super!

15. Great, which works better for you _______ or _________?
   Excellent!

16. By the way, did you know that when you hire me as your agent, I can net you the same amount of money and sometimes more, than you could selling “by owner?”

17. Great, we can take 15-20 minutes to go over that when I come by to see the home on ______ at ______. Wonderful!

18. Just so I know, is there any reason you would not be able to keep this appointment at the time we set?

19. Okay, great. Then I can be sure you’ll be there on ______ at ______. I look forward to seeing you then! Bye.
FSBO Script #3

Hi, I am calling about the ad in the paper, (pause) you sound like the owner? _______ Great! This is _________ representing __________. I just want you to know up front that I am a Real Estate Agent, okay? By the way, compliment the area.

1. Now, you are selling the home yourself without an agent, right? Wonderful!

2. What time frame have you given yourself before you would consider listing and selling through a Real Estate Agent?

3. Specifically, where is the property located? Get address!

4. What type of landscaping do you have on the property? Great!

5. How would you rate the interior? Average, Above Average, or Needs Improvement? Interesting.

6. WOW…This home sounds great! Why would you even want to sell it? Really!

7. How soon do you have to be out of there? I understand.

8. So…how long have you owned this home? Wow!

9. Are you prepared to adjust your price down when working with a buyer? Great!

10. Why did you decide to sell yourself, rather than hire a powerful agent like me for the job of selling the home?

11. What time frame have you given yourself before you interview an agent like me, for the job of selling your home?

12a. (If they say never) What has to happen before you will consider hiring a powerful agent like me, _______ at ___________ for the job of selling your home? Perfect!

12. This sounds great. Since you’re selling a home in the _______ area and I sell a lot of homes here, you should invite me over so I can see your home. This way I could describe it to a potential buyer, does that make sense? Doesn’t that make sense?
13. Great, which works better for you, __________ or __________?

14. By the way, did you know when you hire me as your agent, I can net you the same amount of money and sometimes more than you could selling by owner?

15. Great, we can take 15-20 minutes to go over that when I come by to see the home on __________ (day) at ________ (time).

16. Just so I know, is there any reason you would not be able to keep this appointment at the time we set?

17. Okay, great. Then I can be sure you’ll be there on __________ at __________.

    I look forward to seeing your home then! Bye
PC/COI Investors Script

1. Hi, __________ this is __________ from __________, how are you doing?

2. Great, I’ve been talking to a number of my clients and they have been asking me about investing in property and what they would need to do to get started.

3. So that got me to thinking about you, and with your permission I would like to ask you a few questions. I’ve done some interesting research on some of my past clients and found out that a lot of them have a strong desire to either retire early, or invest in some real estate opportunities. I would like to ask you what your thoughts are in relation to some of my past customers. Is that alright?

4. First of all_________, have you given any consideration as to when you would like to retire? (Their answer)

5. (Their answer), how old are you now? (Their answer)

6. (Their answer) ___ years from now. Great!

7. _______, do you have a plan in place for what you need to do to retire in ___ years?

8. So let me ask you, are you looking to have your mortgage paid off in ___ years, are you looking for a minimal mortgage payment, or are you looking for positive cash flow from your income properties? Tell me ideally what you would like to accomplish so that perhaps we can design a plan together. Okay?

9. (Their answer) And how many properties do you see yourself owning in the next ___ years? How many do you own now?

10. Are you working with a realtor who is looking out for what you want right now, in terms of your long-range goals of acquiring the other ______ properties?
11. If you had to rate your motivation on a scale from 1 to 10 on how serious you are in accomplishing your goal of ___ properties, where would you be?

12. (Repeat their answer) Great, here is what I’d like you to do: come down to my office so we can start customizing your plan to acquire ___ properties in the next few years. How does that sound?
Calling Around Your Listing and Sales Script

1. Hi...this is _____ with _____. I just sold your neighbor’s home on (street name). I am always looking for more people who want to buy or sell, and I was curious if you had any plans on moving in the near future? Great!

2. I’m curious, how long have you lived in the neighborhood? Really!

3. You’ve been there for a while...do you know anyone who’s considering selling their home? Really!

4. So if you were to move, where would you move to? Exciting!

5. Are you looking at properties? Would you like to? Great!

6. What is a realistic time frame, if we found you a great home, to sell this one? Excellent!

7. As you know, now is a great time to put your home on the market. Let’s get together so you can see what it will sell for and how long it should take...okay? Perfect!

8. Should we meet today at ________, or is tomorrow better?
The Foreclosure and Notice of Default Pre-Qualification Script

1. May I have your name? ________________________________
2. May I have your phone number with the area code, please? ______________
3. Is this your Home, Office, or Cell number? ____________________________
4. What is another phone number to reach you by? _________________________
5. Is this your Home, Office, or Cell number? ____________________________
6. What is the Address and City? ______________________________________
7. And how did you find us? ___________________________________________
8. When do you want to move? _________________________________________
9. What are you asking for the house? ________________________________
10. What do you owe on the house? _________________________________
11. Are your payments current or behind? _______________________________
12. Realistically, how much are you looking to “NET” or “Walk Away” with? ________________
13. Does the house need any repairs? _________________________________
14. When is the best time for us to meet..._______ at _____ or _____?
15. Comments (If caller has any):
Non Owner Occupied Script

1. Hi! I'm calling about the ad in the paper under “Home for Rent.” (Pause)

2. You sound like the owner. (Pause) My name is _____ and I am with ____. I am a Real Estate agent. I am sure you are getting a bunch of calls, so I promise to keep this short.

3. I was calling to see if you have considered selling your rental property and cashing in?

4. I am sure you have noticed the hundreds of homes that are currently for rent today. Right?

5. And since there are a lot less people renting than purchasing, many landlords are tired of paying for a vacant rental property and they have decided to sell. Have you ever experienced this?

6. So, if you were to sell, how much would you consider selling for, realistically?

7a. If no...What has to happen for you to consider selling and making a profit? I see.

7b. If yes...Just out of curiosity, how did you arrive at that figure? Wonderful!

7c. If I don’t know...So, if we can get you top dollar would you want to cash out? Great!

8. If we can deliver top price for the property, I am sure you would sell it, Right? Excellent!

9. So, all we need to do now to get you top price for the property is to simply set an appointment! Which would be better for you, ________ or ________?

10. By the way, just a few quick items I need.
11. Address: ______________________________________________________

...................................................................................................

12. Your full name: ________________________________________________

13. Phone numbers: ______________________________________________

14. Approximate loan balance: ____________________________________

15. I / My partner ______________ will call you once we complete the
    Competitive Market Analysis; I / My Partner will probably have a
    few more questions. What is the best time to reach you?
    GREAT!!!!!

16. I / We look forward to seeing you on __________ at __________.
Buyer Pre-Qualification Script for
Floor Time and Sign Calls

Date: ________________________________________________________________

Name: ______________________________________________________________

Work Number: _________________________________________________________

Home Number: _________________________________________________________

Cell Number: _________________________________________________________

E-mail: ______________________________________________________________

1. What price range are you looking in? ________________________________

2. Who has been helping you with your home search? ____________________

3. Are you currently renting the property you live in, or do you own? ______

4. When does your lease end? _________________________________________

5. Do you need to sell before buying? _____ If yes: Excellent! What we can
do is meet to discuss what your home is worth in today’s market, as well as
what is available for you to purchase. Would _______ at ________
work for you? SET APPOINTMENT!

6. Will there be anyone else purchasing the property with you? 
_________________________________________________________________

7. When would be a good time for you to meet with me so I can show you how
I can help you find the home you are looking for? Would _______ or
_________ at my office work for you?

8. When do you see yourself in your new home? ________________________
9. Tell me about the home you would like to buy:
   • Location / subdivision: ________________________________
   • Bedrooms: _______________  Bathrooms: ________________
   • Square feet: _______________  Garage: ________________
   • Style: ________________________________

10. What other special requirements do you want in your new property?

11. I have access to every single property available. Have you seen any other homes in a magazine, newspaper or driving around that I can check out for you?

12. Do you already have a lender? ________________________________

13. If yes: Who is the lender? ________________________________

14. Prequalification amount: ________________________________

15. My lender is extremely aggressive and finds the absolute best rates; would you like to get a second opinion on your loan _____ (Name)?

16. I will have my lender contact you. His/her name is _____ with ____. 

17. Let’s get together on _____ at ____ to start the process, sound good?

18. I want to thank you for calling. There are many agents to choose from and I appreciate you working with me!
Open House Script for Buyers

1. Hi, my name is __________ with __________. How are you today? Great! What is your name? Wonderful!
2. (Name)... how did you find out about my open house? Excellent!
3. What kind of home are you looking for? Fantastic!
4. Who has been helping you with your home search? Super!
5. What areas have you been looking at? Great!
6. What homes have you seen that you like? Terrific!
7. What prevented you from making an offer? Wonderful!
8. What’s your price range? Excellent!
9. What’s the name of your lender? Great!
10. How much have you been approved for? Fantastic!
11. When will you be ready to look at property with an agent? Terrific!
12. What time is good for you? Tomorrow at __________ or __________ at __________? Wonderful!
13. I look forward to meeting with you and if you should have any questions before than, please give me a call. Thank you!
Open House Script for Neighbors

1. Hi, my name is _________ with ________ and welcome to my open house. How are you today? Great! What is your name? Wonderful!

2. What brought you here today? Excellent!

3. (Name)... this is a great neighborhood and I was curious... which street do you live on? Terrific!

4. How many bedrooms do you have? Great!

5. How long have you lived in the neighborhood? Wonderful!

6. (Name)... if you were to move, where would you move to? Excellent!

7. How soon would you like to be there? Terrific!

8. Did you know it can take a few months to sell and close escrow on your home? So my question is... how soon do you want to start the process? Excellent!

9. When will you be ready to put your home on the market so that you can be in _________ by __________? Great!

10. (Name)... when can we meet so I can help you get to _________ in _________? What day is best for you _________ or _________? Wonderful!

11. I look forward to seeing you at __________ at __________.
The 800-Call Capture Script

Initial Contact:

1. Hi, I’m returning your call about the property that I have for sale on __________ street. Great!

2. My name is __________ with __________, who am I speaking with? Wonderful!

3. Hello __________, that is a great property you called on and I was following up to give you additional information on the property that we could not fit on the automated flyer…

4. So let me give you a few highlights on that property that may be appealing to you, ready? Fantastic!

Seller Prospect:

1. While I pull that out, I’m curious which home in the area do you own? Great!

2. Where is your property located? Great!

3. Do you need that sold before you buy the next one? Excellent!

4. Have you seen the sales that have taken place within the last month in your area? Super!

5. Well, obviously I’d like to apply for the job of helping you sell that property, so, why don’t we set a time for us to meet and see your property and I’ll bring all the details on the home you called on with me. I’m sure that makes sense, right? Great!

6. All we need to do now is pick a time that works. I currently have openings at ________ or ________, which works better for you?
Buyer Prospect:

1. By the way, I noticed you called off the **source code:** i.e.; sign, ad, internet, etc. Is that how you are searching for property? Great!

2. I’m sure you’re aware the best properties are sold before they get **source type:** ads in paper, magazine, or a sign in yard. So if we could get the best properties to you the moment they’re available and you get the inside track to be first to see it, would you mind? Of course not!

3. Let’s do this, let’s meet so we can discuss the property you called on and any others you’re interested in and I’ll pull up some more “Hot Properties” you might want to see! All we need to do now is set a time for you to meet me at my office; I have openings at ______ and ______, which works better for you?

Enclosed is information on a recommended 800-call capture service. The name of the firm is [www.800service.com](http://www.800service.com).

Tom Ferry’s contact is the CEO, Jordan Wexler. He is offering a waived ignition fee of $295.00. If you sign up over the phone, please mention Tom Ferry to receive the discount or if you register online, type in the user pass code T. F. to receive the discount.
Relocation Script

1. Hello. This is ___________ with _______________.

2. May I have the name of the person in charge of deciding what real estate firms you work with in the ______________ area? Thank you!

3. May I speak with _______________ (name of the person you were given).

4. Hello. This is ___________ with _____________. Thanks for speaking with me today. Are you the person who decides what real estate firms you use for referring your relocation clients? Terrific!

5. My name is _______________ and I’m with _______________. We work with several relocation companies who have been thrilled with our performance. I know that it’s critical to have relationships with local firms who are responsive to the needs of both you and your valuable clients. We would like to build a relationship with you in this area. Isn’t that what you are looking for in a real estate firm? Wonderful!

6. (Name)...what specific criteria do you use in assessing potential real estate firm agents? Terrific.

7. May I send some information to you about me and my services? Thank you!

8. What is the best time to call and review the information with you? Great! (If it is a local company, set an appointment to meet face-to-face)

9. Thank you and I will speak to you on _________ at __________.
Lead Follow-Up Script #1

For Sellers:

1. Hi, this is ________ with _________. I am excited about getting your home on the market and getting it sold.

2. Can you meet with me tonight to discuss it or is tomorrow better?

   OR

1. Hi, this is ________ with _________. I just sold another home like yours and I have other people looking to buy.

2. Can we get together tonight to discuss your move?

For Buyers:

1. Hi, this is ________ with _________. I am excited about helping you find a home. I have some great possibilities for you.

2. Can you look at them today or is tomorrow better?

   OR

1. Hi, this is ________ with _________. Are you still looking to buy a home? I have some great homes to show you.

2. Can you look today or is tomorrow better?
Lead Follow-up Script for Buyers #2

1. Hi, this is ________ with _________, how are you today?  Great!

2. (Name) I’ve been doing some extensive research and I believe I’ve found (Number of homes) perfect home(s). Isn’t that exciting?

3. When would you be available to see it/them? Wonderful!

4. (Name)...great properties move quickly! Could we go out on _________ or would _________ be better for your? Excellent!
Lead Follow-up Script for Sellers #2

1. Hi, I’m calling for _________. Hi (Name) this is _________ with _________. I’m excited to have you on the phone...is now a good time? Great!

2. I was calling to find out... when would be the best time for us to meet for 15 to 20 minutes. Is _________ or _________ better for you? Excellent!

   Confirm motivation or go to prequalification script.

3. Tell me again...where were you planning to move to? Wonderful!

4. And how soon did you want to be there? Terrific!

5. (Name)...why ______ vs. all the other options? Great!

6. So, based on that and the market, that’s exactly why we should set an appointment. Does that make sense? Excellent!

7. So which is better for you... _________ or _________? Wonderful!
Over the Phone
“What Do You Charge?” Objection Handler

You know, that is probably the question I am asked more than any other question, right before my clients hire me; and what I find they are asking is whether or not commissions are flexible. Is that what you are asking? Let me answer that by saying, “Yes,” commissions are absolutely flexible. I want to be clear that your goal is the same as mine, which is to get you the highest net possible. That is what you want, right?

Additional Dialogue:

What a great question….and you know, I try to not make a blanket statement that I charge “X” or I charge “Y,” rather I leave it up to the individual situation so I can determine what is the best way to absolutely put the most amount of money in your pocket. That is what you want, right?

Possible: Would you rather try to save a few bucks on the commission or would you rather I just go get you the highest net possible from the sale of your home?
Pre-Qualification Script
For Sellers

1. Hi, this is _____ with ______. I am calling to confirm our appointment for _____ (day) at _____ (time).

2. I am (we are) very excited about the opportunity to work with you. I take my job very seriously and I am committed to getting your home sold. I want to be 100% prepared before I come out, so I have some questions for you…do you have a minute? Thanks.

3. Let’s just confirm a few basics…you are moving to ____________, correct? Fabulous!

4. And you want to be there by ____________, right? Good!

5. So, how soon will it be before we can let our (hot) buyers know about your property?

6. Same with the public and other agents with their buyers?

7. Tell me again…your main reasons for selling are…? Excellent!

8. What price are you thinking of listing your home at?

9. (If they don’t answer): I’m sure you have a ballpark number, right? Perfect!

10. How did you determine that price?

11. And how much do you owe on the home? Okay.

12. (Name)...many of my clients appreciate a simple net sheet so you can see exactly how much you’ll walk away with after the sale. Would you like me to prepare one for you? Perfect!

13. Please give me a brief description of the home. Thanks.

14. Are there any special features of the home you feel would impact the value?

15. (Name)...what I’d like to do is deliver a proposal to you in
advance so you can review it before we meet. Is that okay with you? Thanks!

16. Is there anything special you’d like to see from a real estate agent that would assist you in making a decision to hire me to begin marketing the property immediately?

17. Do you have any questions for me before we get together?

18. Obviously, if you are as confident as I am that I can sell your home, will you be ready to list with me at the appointment?

19. (If NO) ask: Are you interviewing any other agents?

20. Please have a copy of your key and your mortgage information handy for me, okay? Thanks!

21. That’s all! I will see you on ________ at _______. Thanks again!
“Why Choose Me as Your Agent?”
Listing Presentation

Hi (Names), Thanks again for inviting me over today…

(Name)...I know you have a lot of choices when it comes to realtors, so I really appreciate the opportunity to meet with you today.

Why don’t we take a minute and take a look around your home…would that be okay?

(While previewing)

Tell me about some of the most desirable features of the property.

If you were to buy the home, what are some of the features you might change? “More details” Tell me more about that.

Who do you see as the ideal buyer for your home?

Now that we’ve seen the home…where should we sit, the dining room or kitchen table?

So (Names)...Let me share with you what we’re going to cover today. Based on my experience, there are 3 critical areas most sellers want to discuss with me…

#1 – How much your home will sell for, and how much you’ll receive after the sale…

#2 – What I’m going to do to expose your property to the highest number of qualified buyers, and…

#3 – Ultimately, why you should choose me as the agent to represent the sale of your home. Does that make sense? (Name)...is there anything else important to you?

So before we discuss these, let’s confirm your plans. Now…

1. You said you were moving/downsizing/buying a bigger home, correct?
   • Tell me…what’s most important to you in making this move?
2. And you’ve decided to move to (location), is that right?
3. How did you choose that area?
4. In terms of timing...how soon can I begin marketing the property?
5. And in a perfect world...we would sell this home... and have you moved by when?
6. (Names)...if the home, doesn’t sell...is there a plan “B”?

I had delivered a marketing proposal with all of the necessary paperwork...did you have an opportunity to review it?

(Trial close)

(Names)...do you have any questions about how we’re going to market the property?

Handle their questions... remember to close after each answer with a tie down. “Is that what you want?” “Do you see the value in that?” “Is that the marketing you’re looking for?”

Did you have any questions about the paperwork?

(Commission?)

(Names), the commission we choose is very important. Rather than jumping to that now... let’s first focus on what we’re going to do to sell the home, is that okay?

Marketing

(Names), in my professional opinion...there are two important decisions we’re going to make tonight regarding the marketing of your home...both will allow us to attract the highest number of qualified buyers... which is the goal, right?

They are, #1 – The price we set for your home...and #2 – Choosing a full service approach to the marketing of your property...
Can you see how those two will impact the sale of your home?
Let’s spend some time and go through what my clients tell me...is simply what I do better... and more effectively than my competition...that’s of course, how I market your home, okay?
Mr. Seller may I ask you a question? Do you know what WAL-MART is? That’s right; it is the biggest retailer in the world, correct? And, they have been able to accomplish that because the public perceives that they have the same goods and services at a substantially lower price, right?

Now, the companies that you mentioned have been in business for quite a while, and they have been offering lower commissions as their primary point of differentiation... Doesn’t it make sense that if they could actually deliver the same services at a much lower price that they would have become the WAL-MART of the real estate industry and put the rest of us out of business? But, they haven’t, have they?

And that’s because it doesn’t work, so let’s not make a mistake doing something we already know doesn’t work...let’s decide now to choose what has worked for over the past 100 + years and hire a full-service agent...like me...and lets get you on to your next home, now that’s what you want isn’t it?

And, let me ask you another question...selling your home...probably one of your largest assets, right? Naturally and this is a big decision, isn’t it? So, I guess the question is...has there ever been a time in your life when you chose to get the cheapest, only to be disappointed that it did work the way it was intended? Has that ever happened? I know...and anytime I’ve done that I have to go back and get a better one to get the job done right...and that always costs me more in the long run, do you know what I mean?

(Name), let’s do the right thing...for you...and simply sign the contract, so I can...get the job done right the first time, that’s what you want, right?
“Interviewing Other Agents” Objection Handler

This is an objection handler to use when you have tried everything to get the homeowners to sign the contract at 6%, incorporating “The Potato Chip Close,” and have reviewed with the homeowners what the pricing should be for their house. It’s important that the client themselves say the right price and they agree with the fact that overpricing will actually hurt them in the long run based upon the information you have provided. After the presentation the homeowners reply:

“I need to keep my word and interview two or more agents.”

(Name), I completely appreciate the fact that you want to interview a few more agents. You know, I’ve got to ask you... what do you feel would happen if you were to sign the contract right now and HIRE ME to sell your home? (Your goal is to have them agree with the fact that they know you’re the best.)

In that case, here’s the test I want you to use when you’re interviewing the remainder of the agents. I want you to tell them before they get started with their presentation that you’re going to be interviewing three to four agents for the job of selling your home. (Name), I want you to pay close attention to the look on their face when you say that. They will automatically change their approach and take a position of saying whatever you want to hear just to get your business... you don’t want an agent like that do you?

Second, I want you to notice how quick they are to cut their commissions. Obviously, based on my presentation tonight, you can see why that will actually generate fewer showings, smaller number of offers and less money for your home. And, based upon today’s market, you can’t afford that to happen can you?

Finally, I want you to think of the price that both you and I know is right for your home. I want you to notice how quick they are to overprice your home and make you think they can get you more money for your house... just to get your business. We both know that overpricing your home will cause it to sit on the market with no activity at all. And that’s not what you want, right?

Once you see these three things happen, you will automatically remember how strong my presentation was, and you’ll immediately be attracted to the fact that I was able to look you in the eye and tell you the absolute truth about what it is going to take to get your home sold. That’s when you’ll know that I am the right agent for the job. Right? Now you can go through all that experience or I can save you the hassle. Shouldn’t we just get started? I will start as your agent today, and my first call will be to the other
agents and I will describe your great home to them and give them the first opportunity to sell it! Okay?

(Name), when should I be expecting your call confirming you’re going to hire me to sell your house?
Three Common Objections

Commission:

(Name), you’re right, there are a number of firms and agents in town that promote and offer “reduced fees.” Let me ask you…are you more interested in saving a few dollars on the commission, or is this ultimately about netting you top dollar for the sale of your home?

(Name), I charge 3% for my services, so the real question we have to address is what shall we offer the buyers agent, okay? Let me explain how agents choose which properties to show their hot buyers. May I? They see the following next to each of the properties that match their property search…3%, 2.5%, 3%, 2.8%, 2%, 2.2%, 3.5%, 3%, 2%…this represents the commissions the agents will receive. If you’re only going to show three or four homes, which will you show? Let’s not allow that to happen to your home okay?

Think it over:

(Name), you’re right…this is a big decision, isn’t it? I agree. It’s probably one of the biggest decisions you’ll make financially. Let’s do this…I want you to feel very comfortable and confident in your decision, so let’s take a minute and discuss what you’re not comfortable with, okay?

We’ve planned to meet with another Agent:

(Name), I can appreciate that. Let me ask you a question…based on what we’ve discussed today, do you feel confident in our marketing approach? Are you comfortable with our support team and the level of service we’re going to provide? We’re comfortable on price, right? Let’s do this…with your permission, why don’t I call the other agent and let them know we’ve met and you agreed to list your home with me. This way the pressure’s off of you, and I can start the process of marketing your home immediately.

(Name), put me to work! I just need signature right here...
Five Additional Commission Objection Handlers

1. (Name), let me ask you a question...have you, or anyone you know, ever had major surgery? When that occurred, I have to imagine you searched out the very best doctor, correct? Someone with a successful track record, right? Once you selected the doctor, then did you ask him/her to reduce his fees? (No) And yet there are doctors that may have been cheaper and charged you less money for the same service, right? So, why didn't you go with the discount doctor? (Name), that's exactly why you should hire me and avoid the discount brokers...does that make sense?

2. (Name), let me explain how the commissions work. The first issue to discuss is what we offer the other agents, okay? Now, with _______ homes on the market and the average buyers’ agent only selling 3-4 homes annually, it’s important that we position your home for maximum exposure with the other agents. Example: (2.5%, 3%, 2.8%, 3%, 2%, 2.2%, 3%, 1.5%, 3%)

   • If you were only going to show 4 homes, which would you show?
   • Don’t you think most agents would do the same?
   • So let’s agree that the first step is to offer the buyer’s side 3%. Again, that will give your home the competitive advantage, okay?
   • Now, we just match that with 3% on our side, and it’s 6% commission.

3. (Name), let’s talk marketing. You know when you walk into a grocery store...specifically the potato chip isle...you’ll notice the very best brands are on the top shelf. They refer to this as “eye level marketing,” are you familiar with that concept? Were you aware that “eye level” sells 38 times more than the medium shelf, and hundreds of times more than the bottom?
Here's why I bring this up…

If you knew you could reach 38 times more buyers at eye level, which would you like to offer to the buyer agents?
Then we just match it on the other side and it's a ________ commission.

4.  (Name), let’s get back to your net sheet…
You’re going to earn $________________
I’m going to earn $________________
Sounds like you’re getting the better end of the deal, right? I just need a signature to get started…press hard, lot’s of copies!

5.  (Name), I know it looks like we make a lot of money. Let me show you how it works…

•  3% commission
  •  1% goes to my broker
  •  1% goes to my team, my marketing, running my business
  •  1% goes to me - by the way, then I pay taxes…
Price Reduction Script

1. *(Name)*, I’m calling to give you a real estate market update…is now a good time?  *Great!*

2. As you know, your home has been on the market for *(X days/months)* …and during this time the market has made some obvious and not-so-obvious adjustments. Have you read about this in the paper? What have you read/heard?  *Interesting.*

   *(Discuss trends, number of homes on the market, number of sales, etc)*

3. So, here’s what we know: there are three primary drivers that cause homes to sell, regardless of market conditions. They are:

   #1 – Of course, accessibility and how the property shows. *(Name)*, you’ve done a great job there, haven’t you? *(Or describe the challenge).*

   #2 – How the property is marketed, both to the agents and the public. *(Name)*, we’re doing the intensive marketing that has caused all of our listings to sell this year and last year, so we know that’s not it. Now, I have a recommendation for an approach I know will make a difference. I’ll present that to you in a moment, okay?

   #3 – The price we chose to market your home for. *(Name)*…obviously the agents, the market and the buyers have rejected the price of *(Current price)*. Therefore I’m going to recommend we amend the price to, again, make it more attractive to the market…does that make sense?

4. I’m certainly not recommending we “give it away.” At the same time, let’s make a price adjustment that will cause your home to sell now, versus having to come back in 30 to 60 days and do a much larger adjustment if the market continues on this trend. So what are you thinking, 5, 8, 10, 15%…what would you like to do?

5. I’m also going to recommend we increase the commission on the buyer side to __%. May I explain why?
6. With _____ homes on the market directly competing with your property, one of the fastest ways to increase showings and market awareness is to improve the financial opportunity for the agent with the buyer...does that make sense? Let’s motivate them to bring their buyer to your home versus one of our competition okay? So .5, 1%, 1.5%...what would you like to do?

7. Excellent (Name), I’ll get right on this. Thank you for your time and commitment today.