

General Seller Call Script

Step 1: Make sure you are talking to the owner. If Steve Johnson is the owner and the person answering the phone sounds like a guy, then ask, "Hi, is this Steve?"

"Hi, this is _____. I'm the Realtor that sent recently sent you a letter. Did you receive that letter?"

Pause and wait for them to say "Yes."

"Great. I'm following up on your property at _____? Are you interested in selling that property – provided you could get the right price for it?"

If they say **"Yes,"** then to Step 2

If they say **"No,"** then ask them:

"Do you think you'll be interested in selling it in the future?"

If they say "Yes," then find out when that will be and follow up in the future.

Tip: Always cut the follow up time in half because many people list sooner than they think.

If they say "No," then thank them for their time and end the call.

Step 2: *"Excellent. I'd like to meet with you at the property sometime and show you my marketing strategies and how they can help you get top dollar for that property. When is a good time that we could meet and do that?"*

If they say "Yes," then schedule the appointment. After that, get more information to help you prepare for the appointment. Ask the following questions and note the answers.

- *"If you were to sell, how soon would you want to sell the property?"*
- *"What is the reason you are considering selling this property?"*
- *"Do you have any idea what kind of price you want for the property?"*
- *"Can you tell me a little bit about the property?"*

If they say "No," then try and handle their objection and schedule the appointment. There are so many different ways to handle objections that I can't handle them all here. But, if you're persistent, many people will meet with you... and list with you!

