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TRISTAN

AND ASSOCIATES

Dialogue

For Real Estate Agents

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The scripts and dialogue included here are intended as a form of guidance for real estate agents. Before you use the verbiage indicated here please check if it's in accordance with your state rules for real estate and check with your broker as well.

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New Expireds

When calling expireds the tonality has to be right. It can't be aggressive or forceful and it has to be natural and genuine. Before you begin your calls get yourself into the right mindset. Think of ways you can help the people that you are calling and make sure to listen.

The scripts below are interchangeable and are here to help as a guide. You can modify and adjust as you see fit.

Hi _____ ?

Yes? (Consumer)

Hi _____, This is Tristan with Happy Realty here in _____
how are you today?

Good, how can I help you? (Consumer)

Great, well, your home just came off the Market...what happened?

It didn't sell, that's what happened. I don't have time for this call.
(Consumer)

I'm sorry about that. I'm just trying to help by seeing what you think went wrong because hundreds of homes sold all around us while yours didn't. What happened? (*Watch Your Tonicity, because if this is said aggressively it can be offensive*)

The market sucks, but how did you get my number? (Consumer)

It's a service that provides your phone number and also lets us know that your home didn't sell. You're going to get a lot more calls from agents, would you like me to take you off our list at least?

Yes, please. This is Terrible. (Consumer)

Yeah, it can be overwhelming. Sorry about that. I'll remove you off our list and I'll email my office to let them know not to call you, just in case someone at the office was also going to call you. Are you still thinking of selling this year?

(The idea behind this is a pattern interrupt. All agents are calling and asking the same questions, you don't want to be like the other agents. You want to help, and by providing them with a partial solution you are then able to ask the question, "Are you thinking of selling this year?" or "Are you thinking of selling next year?" and they will answer it because you have their ear now.)

The market wasn't great, but our real estate agent did a great job. (Consumer).

Yeah, I hear that sometimes, but it also has to do with marketing, because there are other homes that sold while yours didn't. Why do you think that is?

I don't know, you're the expert. (Consumer)

Got it, well, just by looking at your home online I can already see that we could do 2 things differently that could make the difference for it to sell. Do you have some time for me to stop by today at 6pm or do you have time to do a video conference call so I can show you what I do that's different?

No, I can't do 6pm. (Consumer)

Ok, what time do you have today?

The key here is to go for the appointment to meet them in person or to do a presentation through Zoom or Google. It won't always work, sometimes they will shut you down here. Instead of pressing too much and losing them completely, be sure to end the conversation kindly and respectfully then follow up with them in a few days over the phone or in person.

We are using the same agent

1. Got it. Your agent put in a lot of work the last time around, but “John”... while your home was marketed and didn’t sell, others were marketed and sold, what’s going to be done differently to make sure your home sells this time? (Yes)

2. Ok. I actually took some time to create a short list of what I would do differently if I were to market your home so that it does sell. Has your agent given you a sheet on what they will do differently this time around?

We are selling it ourselves

Are you doing it to save on the commission, or for a different reason?

To save on the commission. It’s a few thousand dollars that we can use to buy furniture. (Consumer)

Hmmm. Do you have another 3 minutes for me to go over how I can sell your home for more and net you more money than doing it on your own?

Yes, I’ve got 3 minutes. (Consumer)

Great! 1 stat comes to mind from the National Association of Realtors, the average owners sold their home for 200K, and the average for an agent assisted sold home was \$265,500.

Here's why. The difference is because a professional agent works with buyers that are ready to buy, that have been pre-approved, and won't waste your time. When your home is up for sale "by owner" it screams "discount" to all of the investors and bargain hunters.

The last thing you want to do is discount your home to the consumer right?

True, I don't want that, but I'm just going to put it up for sale for a little bit under what others have sold so that mine can sell quicker and I can save on the commission. (Consumer)

So, why would buyers that are working with agents come to see if your home if they're not going to get paid? Are you still going to offer those agents 2.5% commission?

Yes, if you bring a buyer I'll pay that commission. You still get paid. (Consumer)

OK. I see. Let me explain it a different way. I had a client that I was helping on the buy side. He found a home that was sold "by

owner”. My buyer immediately thought, “Wow, we can get that for less, because the seller doesn’t know what he’s doing”.

At that point I work for my buyer so I negotiated with the owner 3 times and got the price 10% under market value. I negotiated the first time on the purchase price, a second time on the items that needed fixing, and a third time when the seller filled out a portion of the contract incorrectly. Not only did the seller have to pay me the 2.5% commission they also lost out 10% more because they had no representation, they had no one guiding them or watching out for them.

That’s the world we live in. Not only can I save you money, but I will net you more money with the marketing that we do through specific targeting of people that like your home.

Let’s meet up later today, if you can?

I’m not sure I’m quite ready. (Consumer)

It only takes about 25 minutes to show you. I can do on my way back home from the office at 6 pm or is 7 pm ok?

Or would you like to do a Video Conferencing call where we can share my screen and I can show you there.

We aren't going to relist now

1. Ok. Are you thinking maybe the end of this year or next year? I don't want to be calling and bothering you if you're not interested yet.

Next Year (Consumer)

Thank you. I'll be in touch and if I come across anyone that is interested in your home in the meantime would it be ok to call you if they are super serious?

Yes, but it would depend on what you mean by serious.
(Consumer)

I mean, if they are ready to place an offer after they see the home from the inside. There are times that I come across those, so I just want to make sure you want me to place you on that list. It's what I call my OFF Market list. I save it for serious buyers.

2. Thank you. Would you consider it spamming if I kept you updated by email when your home price goes up or down?

No (Consumer)

Great. I'm just making sure. What's the best email to send the updates to?

****@gmail.com (Consumer)

Ok. What price do you think you would need to be at to make that move?

Well, if we got to \$*****. I would consider it. (Consumer)

I'll keep you updated. (*You can interchange the Old Expired Script about the investors here*).

Old Expireds

Old Expired

When calling expired the tonality has to be right. It can't be aggressive or forceful and it has to be natural and genuine. Before you begin your calls get yourself into the right mindset. Think of ways you can help the people that you are calling and make sure to listen.

The scripts below are interchangeable and are here to help as a guide. You can modify and adjust as you see fit.

“Hello _____?”

Hi _____, this is Tristan with Keller Williams Realty and I'm calling about the house you were selling on _____ St. way back in 2008. Did you ever sell that home?

No, we decided to stay. It was a bad time to sell at that time.
(Consumer)

A lot of people didn't. Have you thought about selling your home now, in this current market?”

Not anymore, but thanks for calling. I'm busy right now.
(Consumer)

Ok. Well, thanks for your time (First Name). One last question for you. If I could get you a cash offer from one of our investors (ibuyers) in 2 days would that interest you?

Depends what the offer would be.
(Consumer)

Well, I work with a group of investors that are always looking to buy homes at the right price and turn around and sell them or keep them as rentals. Have you given a thought to what you would want to sell your home for?

Yes, We've thought about \$*****.
(Consumer)

Ok. I'll check to see how that matches up with what they are looking for. The market is much better than when you were trying to sell, so that may be possible. What do you think stopped your home from selling last time?

The Market.
(Consumer)

Got it! My investors are looking for deals, so if their number doesn't match up with what you are looking for I will let you know.

Do you want me to also pull up a market analysis on your home so you know what it's worth in an open market?

Sure it won't hurt. Thanks.

(Consumer)

Great. I will do that and also make a Net Sheet for you to show you how much you will net if you sell it for the amount you want and the amount the investor offers if it's different than your offer. I'll also make a third net sheet that shows what you would net in the open market.

Great. Thank you.

(Consumer)

I'll get those 3 estimates to you and let you know what that looks like. Can I stop by on Tuesday at 6pm to drop those off and go over the Net Sheets with you?

I have to check to make sure.

(Consumer)

It only takes about 25 minutes to show you. I can do it on my way back home from the office at 6 pm or is 7 pm ok?

(Or would you like to do a Video Conferencing call where we can share my screen and I can show you there.)

Let's do it through video conference instead. Thank you.
(Consumer)

Thanks, I'll call you back.

Online Leads

Online Leads

*Online leads require you to ask specific questions to discover what clients would like to do. The process below will hardly ever flow like you read it. You will most likely never get through all the questions and some questions will be answered by the client before you ask them. Most of the time you will be skipping around, but the purpose of the acronym is to help you remember the right questions to ask in the right order: **A MAID PLAN***

Area - Motivation - Agent - Identify - Dwelling - Price - Loan - Appointment - Notes

A MAID PLAN - Full Script

Intro:

Hey “First Name”?

Yes, this is “First Name”. (Consumer)

Hi “first name”, it’s Tristan with Happy Realty. You visited our site to search for homes and (Continue below)...

Area:

...I noticed that you were looking at homes in X. Are you looking primarily in that area or are you also open to homes in Y?

No, I'm just browsing. I'm not going to move. (Consumer)

Two Options:

Option 1 created by Barry Jenkins

1. Looking is fun! My wife and I look online all the time and we aren't moving anytime soon. What are you looking for when you move next?

We aren't moving for another 2 years (Consumer)

Got it. I'm always amazed when people plan this far ahead. I can't even plan dinner! (Hahaha) So. What is the plan exactly?

Well. We're looking for a house in _____ (City Name), with 3 beds minimum (Consumer)

Or

2. Well, most people we help out are just browsing, so you're in luck, (Laugh a little bit). Look, I know you're probably never going to buy a home and if you do, you're probably 1 or 2 years out. That's ok, a lot of the people visiting our site are. I just want to make sure I don't spam you. Is that ok? *(This is a pattern interrupt. This approach is something different from what they are used to and if done in the right tonality, they will talk to you, if they have time to talk. The beauty of*

this one is that any buyer who is ready to buy now will also tell you that they are buying now not in 1-2 years)

Of course. (Consumer)

Awesome. I need to know what you like in a home so I don't send stuff that you don't want to see. I just hate spamming. So what are you looking for out here in _____ (City Name)?

I'm looking for a house, a single story, 3 beds, 2 baths, etc...
(Consumer)

Motivation:

Got it. I'll add those to your home search. What's bringing you down to this area?

Or

How did you end up choosing this area?

Well, My wife and I are retiring in 6 months so we need to find a place that fits our stuff, probably a single story. (Consumer)

Agent:

Great! Do you have an agent already showing you homes or sending you hand picked homes by email?

Not yet, we just started our home search. (Consumer)

Or

Yes. We have one. (Consumer)

Script created by Barry Jenkins

Got it. It speaks highly of you that you want to maintain that relationship and are bringing it up now. That being said. I've found home buyers that are looking on their own many times are receiving less than stellar service so they are searching on their own to supplement. Did you know if you haven't obligated yourself to any other agent legally, you can work with more than one agent at a time?

You don't want to ask "What's the name of your agent that's showing you around?" Because most pay per click inquiries or Facebook Lead Ad inquiries are at the very beginning stages. If it was a portal lead then that question would be pertinent.

Identify:

I see, do you need to sell a home before you make this purchase?

No, we already sold our home, we are renting for now until my wife retires and then we are going to make the big move.

(Consumer)

Dwelling:

Perfect, are you looking for a house or a townhome?

Definitely a house, we can't stand HOA's. (Consumer)

Price:

Yeah, I get that a lot. What do you think your price range will be for the house?

We're thinking around \$600,000, that is the estimate at least.
(Consumer)

Loan:

Very nice! Have you chosen the type of loan you'll be using or will you be paying cash?

Definitely a loan (Consumer)

Great! I'll have one of our local lenders give you a call in the next couple of hours to explain the different programs that you may qualify for. This way you get all of your preliminary questions out of the way.

Sure, have him call me after 5:30pm. (Consumer)

Appointment:

Thanks! I've got some good information here to get started. I know you're a few months away from buying, but what's a good

day and time for us to meet at my office (Or a local Coffee Shop) so I can go over the buying process with you. This way you understand it well and you know what steps to take in the next year. I have Tuesday at 1pm or Wednesday at 5:30pm. Which one is good?

No, that's ok. I just want to browse for now. Thank you though.
(Consumer)

Notes:

Ok, well I'm like Google for real estate, so if you need me, just text me or call me. For now, let me go over what you're looking for one more time to make sure I have all of this. (*Make sure you put in your CRM or in your notes*)

VIP Program: You can bring up a VIP program if you have one. A VIP program is one that would include any special lists you have of Vendors like electricians, plumbers, handymen, etc... also includes any discounts that you give your clients for working with you. Anything that you pay for that will help them when purchasing a home (Like a Home Warranty Plan). Some agents also include a credit back to their buyers from the mortgage broker as well. VIP programs can be whatever you want. Before you decide to start a VIP program please speak with your broker.

FSBO's

FSBO Dialogue

Hi, is this the owner of the FSBO?

Yes (Consumer)

Hi, this is _____ with Happy Realty, how are you today?

I'm good, you're calling about the property? (Consumer)

Great, Yes, I'm calling about the home for sale on _____ is it still available?

Yes (Consumer)

Excellent, I have a few buyers in your area and I was wondering if you have a....

1. Formal Dining Room?
2. Guest House or separate sleeping quarters? (Luxury)
3. Pet Policy in your HOA?

(This is a pattern interrupt. Most agents call about the home and then go right into selling their service and how amazing they are. The approach here is different and meant to interrupt the seller and have them think, so they can open up about what they really want to do with their home. When you take time to ask about something specific like a pet policy for the HOA or a formal Dining Room, it confirms to the seller that you have someone interested in a home similar to theirs.)

Well, what do you mean by a formal dining room? I have a place for a dining table. (Consumer)

Like a separate room with a wall separating the dining room from the living room and the kitchen.

No, there is no separate dining room. Sorry. (Consumer)

That's ok, it can still work. Can you tell me a little more about your home?

Yes, a lot of the information is online, but the home has recently been remodeled, new roof, etc... (Consumer)

How long have you had it for sale as For Sale By Owner?

2 Weeks (Consumer)

How is it going so far?

Not bad, had a few showings. People seem interested. (Consumer)

Did you choose to sell it on your own to save on commission or because you hate all real estate agents? (Hahaha)

Both. (Hahaha) (Consumer)

Hahaha, got it. Ok, so how long will you try to sell it on your home before you might look at an agent for help?

Probably 2 months (Consumer)

Hmmm. Do you have another 3 minutes for me to go over how I can sell your home for more and net you more money than doing it on your own?

Yes, I've got 3 minutes. (Consumer)

Great! 1 stat comes to mind from the National Association of Realtors, the average owners sold their home for 200K, and the average for an agent assisted sold home was \$265,500.

Here's why. The difference is because a professional agent works with buyers that are ready to buy, that have been pre-approved,

and won't waste your time. When your home is up for sale "by owner" it screams "discount" to all of the investors and bargain hunters.

The last thing you want to do is discount your home to the consumer right?

True, I don't want that, but I'm just going to put it up for sale for a little bit under what others have sold so that mine can sell quicker and I can save on the commission. (Consumer)

So, why would buyers that are working with agents come to see your home if they're not going to get paid? Are you still going to offer those agents 2.5% commission?

Yes, if you bring a buyer I'll pay that commission. You still get paid. (Consumer)

OK. I see. Let me explain it a different way. I had a client that I was helping on the buy side. He found a home that was sold "by owner". My buyer immediately thought, "Wow, we can get that for less, because the seller doesn't know what he's doing".

At that point I work for my buyer so I negotiated with the owner 3 times and got the price 10% under market value. I negotiated the first time on the purchase price, a second time on the items that

needed fixing, and a third time when the seller filled out a portion of the contract incorrectly. Not only did the seller have to pay me the 2.5% commission they also lost out 10% more because they had no representation, they had no one guiding them or watching out for them.

That's the world we live in. Not only can I save you money, but I will net you more money with the marketing that we do through specific targeting of people that like your home.

Let's meet up later today, if you can?

I'm not sure I'm quite ready. (Consumer)

It only takes about 25 minutes to show you. I can do on my way back home from the office at 6 pm or is 7 pm ok?

Or would you like to do a Video Conferencing call where we can share my screen and I can show you there.

Giving Value So You Can Follow Up Later

1. Has a realtor already sent you some items to make your sale more successful?

I've gotten some things from online. (Consumer)

Well, there are a few sheets of paperwork that we have to help For Sale By Owners succeed with the sale of your home. Let me send that to you and let me know if it's helpful after you've used it.

Obviously this is in hope that if you don't end up selling on your own you will use us to help in the future.

When is a good time for me to stop by and take a look at your home and give you the paperwork?

2. I know you've probably heard agents tell you that they will post your listing on 300 websites and they'll post it on Facebook and instagram and all this stuff, but has anyone sent you a video showing you how to do on your own?

No (Consumer)

Ok, I will send you one video that shows you how to create lead ads on facebook so that you can get information from people that may be interested in seeing your home in person. What's your email?

*****@gmail.com (Consumer)

I'll see if I can find a company that also does a single property website so you can have a nice site that people can visit.

The idea behind this approach is to give back to the seller and come from a point of giving value and following up every 3-4 days. FSBO's will most likely list quickly if they don't end up selling on their own. They are already motivated because they have their home for sale.

Past Clients/Sphere

Calling Past Clients/Sphere

1 Method:

Hi _____ (First Name)

Yes (Consumer)

Hey “First Name” It’s Tristan, how are you?

Great! Still here at the home you sold us! (Consumer)

Love it! Well, I’ve been looking and at my database and noticed that it's been a while since we have talked. I’m not sure how I missed inviting you to our previous client appreciation event, but we’re having another one. Will you be in town this Spring? (Summer, Winter, or Fall).

Yeah, I’m in town and would love to come. (Consumer)

Excellent! How many do you think can come with you? This way I can RSVP you.

3 Total (Consumer)

Great. You're in. We're going to text you as we get closer and we'll email you. What's your current email?

*****@gmail.com (Consumer)

This approach will only work if you have events, but it's the easiest way to call up your database, past clients, sphere, or anyone. People love being invited to events and they feel a little indebted to you on occasion for taking the time to invite them to an event.

2 Method:

Hi "Past Client", It's Tristan. How are you?

Good, how have you been?

Great! You know I'm always looking out for everyone and I don't remember if I sent you our updated list of vendors. I've got a great handyman, electrician, plumber, pretty much anything you need. Did I send that?

No, but that would be great! We need a plumber! (Consumer)

Well then, I'm glad I called. What's your email?

*****@gmail.com (Consumer)

3 Method:

Hi _____ It's Tristan, how are you?

Hey Tristan. We're good. Thanks for calling. How are you?
(Consumer)

Great! I was in the neighborhood a couple of days ago and I thought of you, how are things going with you home?

That's sweet! You should have stopped by and said hi! Home is good so far. (Consumer)

Wonderful, have you made any improvements to your home so far?

We just finished remodeling the downstairs bathroom and the one upstairs is next. We're just giving it a break right now. (Consumer)

Great, that will increase the value of your home, are you guys fixing it so you can refinance? Or just so you can have cool bathroom? *I don't ask directly if they want to sell, it's too direct at this point.*

We aren't sure. Maybe refinance and buy an investment home. We are just toying with the idea. (Consumer)

Ok, well. Let me see what I can find for you...

4. Method (My Least Favorite Method)

Hi “Past Client”, It’s Tristan. How are you?

Good Tristan. Thanks for calling. How are you? (Consumer)

Great! I feel like it’s been a long time since we talked. Is your home still standing? How’s your family?

Haha! Home is still up. Thank goodness. What’s up? (Consumer)

All is great. I’m in the process of growing my business and You’re one of the first people I call because I really enjoyed working with you. Do you know of any friends or family that are looking to rent, buy, or sell real estate?

No, no one has mentioned anything, but I’ll keep my ears open.
(Consumer)

Well, if you come across any friends or co workers that want to sell a home would you please let me know so that I can call them?

Of course. I’ll keep an eye out at work too. (Consumer)

I really appreciate that! And if I can ever help out with giving you a referral for a plumber, electrician or anyone else, please let me know.

Thanks Tristan. (Consumer)

Circle Prospecting

Circle Prospecting Dialogue

Hi “First Name”?

Yes (Consumer)

Hi “First Name”, this is Tristan with Happy Realty how are you?

Great how can I help you? (Consumer)

I’m calling because I’m working with some buyers who are looking to move to your neighborhood. So I promised my buyers I’d call around to the neighborhood.

None that I can think of, sorry. (Consumer)

Do you have any friends in the neighborhood who have thought about moving, that don’t have their homes for sale yet?

No, don’t talk to anyone here. Thanks for calling though.
(Consumer)

Ok. Thanks “first name”. I appreciate your time, one last question. Have you given any thoughts about selling and moving to a different area?

No. I’m going to die here. They’re going to bury me here.
(Hahaha) (Consumer)

Hahaha, Thank you for taking the time to think about that. So investing in real estate is probably out of the question too, or have you thought of doing that?

We’ve thought about it, but everything is so expensive here.
(Consumer)

Yeah, everything is pricey, what about out of state?

If they want to invest out of state you can refer them out to an agent. Visit the Lab Coat Agents Referral Facebook group and post the referral there. If you they sound interested in possibly selling then stay on top of them. You can nurture them if they sound like it’s a possible future sale. Feel free to use some of the other scripts that can help with the closing if you need to.

Door-knocking

Door-knocking - All Approaches

1st Option

Hi there, I'm Tristan with X Realty, how are you? A home down the street from yours on MAIN St. Just sold for \$10,000 over the asking price and there were 4 total offers.

So, I'm out here knocking because there are some qualified buyers looking for a home in this area and they can't find one now. Do you know of any neighbors that have talked to you about selling?

No, sorry (Consumer)

Thank you. We also have a few neighbors that have asked us to give them a quick value of their home. Did you want me to put you on that list?

Yes, it wouldn't hurt (Consumer)

Great! Thank you for your time. I'll see if I can find these buyers a home locally. Have you given any thought to selling and cashing out?

No, sorry. I'm staying here for a long time (Consumer)

2nd Option

Hi there, I'm Tristan with X Realty, how are you? I'm going through the neighborhood today handing out a neighborhood update. It shows all the homes on the market and the ones that have sold. (*Hand them the flier*)

Thanks, but I'm not selling (Consumer)

Got it, I was hoping that you could tell me if any of your neighbors have talked about selling?

No one I can think of, I don't talk to the neighbors much.
(Consumer)

I see. It's a great neighborhood. I don't live too far from here. Do you know anyone thinking of moving into the neighborhood?

Not really, it's too expensive for everyone that we know
(Consumer)

Well, thanks for taking the time to think about it. I appreciate it. Before you I go, can I add you to my monthly email that sends out

local information about things to do, events, top places to eat and neighborhood reports about local market trends?

Sure, my email is Me@Me.com (Consumer)

Thanks! I'll set you up this week. Sounds like you've been here a while. How did you end up picking this place?

I was relocating for my job, been here 15 years now (Consumer)

WOW! If you ever did move, where do you think you would move to?

HA! Probably where I moved from, I miss Oregon. (Consumer)

Nice, never been up there. When do you think you'd move back up?

I would probably do it in 5 years, but I would have to sell this first. It's a while from now... Listen, I have to go now, but thanks for stopping by. (Consumer)

Yeah! Thanks for opening the door. Look out for my email. Talk to you later.

Just Listed

Just Listed Dialogue

Hi _____, this is Tristan with Happy Realty how are you?

Good. How can I help you? (Consumer)

I'm calling because our office just listed a home for sale down the street from yours for \$900,000:

1. We're having an open house this coming weekend, are you going to be able to stop by?

Or

2. I promised the sellers that I'd call the neighbors to see if they might know of any friends thinking of moving to the area. Do you know anyone that may want to stop by and take a look?

No. I don't I'm sorry (Consumer)

Ah. I see, well, prices are dropping a little bit so if you hear of anyone wanting to buy your neighbors home, would you please call me or text me?

Or

Ah. I see, well, prices are going up a little bit so if you hear of anyone wanting to buy your neighbors home, would you please call me or text me?

Sure. (Consumer)

Great. When I find a buyer for this home, would you like to know the price I sell it for?

That would be good. (Consumer)

Great. I'll text you when we hang up so you have my cell phone and name. Thanks again.

Open Houses

Open Houses - All Approaches

Greeting People When They Walk Through In

In order to convert the people who are visiting open houses into clients, it is important to start off the relationship correctly from the very first moments. Even though there are many people who routinely visit open houses, keep in mind it can be a nervous experience for many to walk into a stranger's house.

Before covering the items that help you convert buyers to clients, here are some of the methods that are *absolutely essential to avoid*:

- **Having them sign in** – Trying to get people to “sign in” to your open house registration is not the best method for getting people's information. You don't have enough of a relationship at the beginning to justify them providing you with their valuable phone number and email address.
- **Telling them all about the home** – When you start off telling them everything about the home, a buyer feels like

you are trying to “sell them” the home. No one wants to be sold to, so allow the buyers to experience the home.

As you walk with them through the home ask them questions about what they are looking for and tell them information about the home and the area. As you are closing them let them know casually.

By the way, our team has a list of homes that are off market, these homes are not on the MLS. Would you like us to send a list of these homes?

Yes, but we have a real estate agent (Consumer)

Got it. It speaks highly of you that you want to maintain that relationship and are bringing it up now. That being said. I’ve found home buyers that are looking on their own many times are receiving less than stellar service so they are searching on their own to supplement. Did you know if you haven’t obligated yourself to any other agent legally, you can work with more than one agent at a time? *(Barry Jenkins Script)*

No, not at all. Are we allowed to work with two agents?
(Consumer)

Ah! Great question. You are, but let’s talk about the best options for you. How long have you been looking for homes?

We've been looking for a few months now and we can't find anything we like. (Consumer)

Makes sense, we hear that a lot. Maybe I can help you out. Did you ever go through the whole buying process with your current agent? From A-Z, showing you where you can save money?

No, we never did (Consumer)

Ok, let me do 2 things for you. I'll send you a list of homes off market and I will meet you at my office this week. What day is good so we can sit down and go through this so you find your home quicker and save money?

I think we can do Thursday after 5:30 pm, after work (Consumer)

Perfect. Let's do 5:30 pm. It will take approximately 1 hour and we will go through the whole process. I will also show you homes off market and on the market too so we can get you into a home in the next 30 days.

GREAT! (Consumer)

Texting Dialogue

Texting For All Occasions

Generic Buyer Leads From A Website (If possible use the city they searched in for your texts)

1. Hi [FIRST NAME], you just signed up on our site searching for homes in [CITY]. Are you only looking in [CITY] or are you open to other areas? [AGENT NAME]
2. Thanks for signing up on our site to search for homes. I'm setting up a home search for you now. Are you looking for a house or a condo?

Portal Buyer Lead (Zillow, Realtor, Homes)

Hi [FIRST NAME], thanks for reaching out about a home for sale through Realtor.com. Do you have time for a quick call now?[AGENT NAME]

1. Hi [FIRST NAME]! Thanks for reaching out to us on [PROPERTY ADDRESS]. Would you like to schedule a time to see the property & perhaps others like it? [AGENT NAME]

Buyer Lead Follow Up

1. Hi [FIRSTNAME], Thanks for your initial inquiry about homes, are there any must haves on your home wish list? Where would you like to focus? [AGENT FIRST NAME]
2. [FIRSTNAME] thank you again for visiting our site [Site Name]. I have a couple new listings in your market and want you to have the 1st look, do you have time this week? [AGENT FIRST NAME]
3. Please let me know...
4. I know you're probably super busy, but I want to finish up your home search set up. Can you please let me know if you're looking for a house or a condo?
5. There is a home for sale that is not on the market yet that matches what you are looking for, would you like to see it before anyone else?

Buyer Lead Gone Stale

1. Hi [FIRST NAME], I tried reaching out to you a few months ago. Are you still looking for a home to buy? [AGENT NAME]
2. Hey [FIRST NAME], I feel terrible that we never connected about you're home search. Are you still searching home? [AGENT NAME]

Seller Leads From A Website (Any Website)

Hi [FIRSTNAME], you just visited our website in regards to your home value. I'm working on the value now and I need to know if you've done any upgrades to the home? [AGENT NAME]

1. HI [FIRST NAME], I just did a home evaluation for a home close to yours, can you tell me a little bit more about your home? [AGENT NAME]

Seller Lead Follow Up

1. Hi [FIRSTNAME], I sent you an evaluation report on your home a few weeks ago, did you ever take a look at it?
[AGENT NAME]
2. [FIRST NAME], the market has gone up since we last spoke do you need me to send you and updated evaluation on your home at [ADDRESS]? [AGENT NAME]

Buyer/Seller Lead In Your Database With No Contact For Months Or Years

It's [AGENT FIRST NAME], I noticed you haven't been back to the site in awhile. Did I drop the ball? Were you looking for something different? [AGENT NAME]

1. Hi [FIRST NAME], I tried reaching out to you a few months ago. Are you still looking for a home to buy?
2. Hi [FIRST NAME], I tried reaching out to you a few months ago. Are you still looking to sell your home or refinance?

Referral Leads

1. Hi [FIRST NAME], I spoke with [CLIENT WHO REFERRED] today and she mentioned that you are looking to sell your home. When is a good time to talk on the phone to get more details?
2. Hey [FIRST NAME], [CLIENT WHO REFERRED] asked me to reach out to you in regards to your home search. How can I help you? [AGENT NAME]

ZBuyer Sellers

1. Hi [FIRSTNAME], got your info online, were you trying to get the value of [ADDRESS]? Or are you planning to refinance? [AGENT NAME]

Buyers Who Bought A Home

"Take me off your list I already bought a home"

3 Responses

1. The last time we talked you mentioned you bought a home. I have a list of some great handymen that I can share with you if you need it. Have a great day 😎.
2. I know you mentioned that you bought a home already so here's a link to give you the stats on the current market - 'This one's for Thousand Oaks, so let me know if you want a different area - <http://bit.ly/2DyUzRN>
3. I know you're not buying a home anymore, but I came across this article on keeping your home 🏠 in Tip Top Shape - <http://bit.ly/2zhwU4W>

Lab Coat Agents Articles About Texting - By Tristan

1. <https://www.labcoatagents.com/2017/04/28/40-texts-to-use-today-with-your-clients/>
2. <https://www.labcoatagents.com/2017/10/23/7-best-texts-bring-leads-back-dead/>
3. <https://www.labcoatagents.com/2017/04/12/discover-my-6-proven-texts-to-increase-your-conversion/>