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START SCRIPT/

Hey (Prospect Name)!

Wait For Prospect To Respond

~ "Hey,this is Jamie with {metadata.brokerage} here in {metadata.city}. I saw you had requested some information on our website about selling your property on {metadata.address}. I understand it recently expired. I’d be happy to get you set up with an agent interview. Do you have just a moment to set up time to talk further?"

Wait For Prospect To Respond

~ "Ok, great. Your home looks like a great property. So, if you don’t mind me asking. If everything went perfectly, and you were going to get your home sold for exactly the price you wanted, how much would you like to get for your home?"

Wait For Prospect To Respond

~ "Roger that. Now, I’m just curious, why that number specifically? Is that something that your last agent recommended? Or was that the amount you wanted to see, to um, you know... justify a good profit on your investment?"

Wait For Prospect To Respond

~ "Ok cool. So um, if you don't mind me asking. Why did you feel like you didn't get the home sold for that price the first time with your current agent?"

Wait For Prospect To Respond

~ "Ok, yeah. I get that. Well I'm sure you're getting called by a lot of other agents. But we are one of the largest brokerages here locally, and I think we could offer you an alternative approach that would maximize your home's visibility and the offers you receive. Would you be open to chatting about that briefly?"

Wait For Prospect To Respond

~ "Ok, great. Well tell you what I'll go ahead and do. I'm going to have one of our top agents come out and meet with you for just a couple of minutes. They'll discuss some options to see if your home might qualify for cash offers from our long list of real estate investors. Or of course we can discuss re-listing the home and finding a traditional buyer. Either way, you'll have some additional options to consider. Fair enough?"

Wait For Prospect To Respond

~ "Awesome! It looks like they have a couple of times tomorrow or the day after, but of course we can work around your schedule. When would be a good day and time for you?"

Wait For Prospect To Respond

~ " Great, thanks again. I'll lock in that time for you. And just to double check. There's no reason you would not be able to make that time? Like you can one hundred percent there? ha"

Wait For Prospect To Respond

~ "Wonderful. We'll look forward to meeting with you. Are there any other questions you have for me in the meantime?"

Wait For Prospect To Respond

~ "Great, well um, the agent will look forward to meeting with you soon. Have a great rest of your day!"

END SCRIPT /