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Here is a list of questions for you to familiarize yourself with and to incorporate into your sales arsenal. Read them regularly. Get to know them. Make them a readily accessible tool in your mind. When you are stuck at an impasse in a conversation with a client or a prospect, a question, *the question*, can be a very valuable tool to move you forward. The following questions can be easily integrated in every script. In fact, they can be used to help you redirect the discussion to get you back into the script. Pay attention!!

Some of the questions may seem redundant. That's ok! We are providing you with multiple ways to obtain the same information.

Rules for learning and internalizing Scripts

- Set aside dedicated time every day to work on your scripts, preferably about 45 minutes per day.
- Master one script at a time.
- Focus on intonation and timing. Take a "pregnant pause" before you launch into the next thought.
- Repeat these scripts until they don't sound like you are reading them.

- Repeat them with enthusiasm.
- Stand in front of a mirror. Oh, by the way, I said STAND.
- Stand up. Use strong posture - straighten your spine and put your chin parallel to the ground.
- Be confident in your stance and in your speech. Not aggressive, but confident. There is a difference. If you don't know the difference, there's a good possibility that you have crossed over to aggressiveness. Dial it back a bit.
- Smile. People can "see" your smile over the phone and they can definitely see it when you're standing in front of them.
- Be genuine. The way you practice these scripts is the way your brain will remember them. It's also the way you will deliver them. If you give this half effort, that's exactly how you will speak to a prospect. They won't be able to miss your lack of authenticity. Be real. Be real good! In fact, be great!

Different scenarios mandate different scripts. Below is a sampling of a few scenarios and their corresponding scripts. Keep in mind, if you have learned the above questions these scripts will come more naturally. The questions and scripts you will use is dependent upon the origin of the lead and where you are in the process of qualifying the lead. Your job in using the questions and scripts is to identify whether the prospect is a NOW prospect or a LATER prospect. Making this differentiation as soon as possible will help you increase the effectiveness of your ongoing follow up.

Initial Text/Telephone Contact with On-line Generated Lead Script

Hi _____! I saw you were looking at some homes on our website. Do you have any questions or did you see anything of interest?

Have you been looking at homes for a while?

What things are important to you in your next home?

For example, how much space do you need? What kind of space do you need? How many bedrooms? Need a backyard or a garage? Looking for a pool? a barn? a basement? a single-level or a two-story? (Use whichever elements are common in your area.)

This process can be challenging, it's my job to make it easier on you! Is there a day this week where we could take a look at some of these homes? It will give you a better idea of what the market has to offer. Maybe we could talk a little more about the process too. Does Tuesday afternoon work for you? or is Thursday morning better?

More Questions for Potential Buyers

- Are you actively in the process of searching for a home or thinking about buying or selling sometime down the road?
- **How long have you been looking for a home?**
- At what stage are you in the buying process?
- Are you working with any other agents?
- How are you currently searching for homes?
- How many homes have you seen?
- Have you seen any homes that interest you?
- How would you rate your motivation to move on a scale from 1-10?
- **Will you need to sell an existing home...to buy the next one?**
- How soon do you have to be moved into your new home?
- How soon would you like to be settled into your new home?
- Are you more interested in resale or a new home?
- Does the thought of buying a brand new home excite you?
- Have you considered looking at new construction?
- How do you feel about resale homes?
- Have you considered that a resale home may mean less out of pocket costs for you?
- Are you aware that some builders have buyer incentives that may help defray some of the additional costs when buying a home?
- What neighborhoods or areas are you considering?
- Do you know how much homes are selling for in those areas?
- What price range are you considering?
- How much is too much for the perfect home?
- How much do you want to spend for your down payment?

- Have you been able to build up your cash reserves so you won't be strapped by the out of pocket costs related to buying a home?
- How do you plan to pay for the home?
- Would you be paying cash or using a loan?
- What is the maximum monthly payment you are comfortable with in order to have the perfect home?
- Have you spoken with a mortgage broker? (If yes: What did they tell you?) (If the answer is no: I suggest that we start the home-buying conversation with the lender so we know which path to travel. I don't want to get you all excited for homes you can't have and I don't want to depress you by showing you homes you assume are all you can have! Let's get the true picture.)
- Is there anyone else involved in the selection of the home?
- How many homes will you need to see before you make a decision to purchase?
- What features would the perfect home have for you?
- When I show you the house that meets your needs, are you prepared to write a contract to buy it?
- If we find the perfect house for you on our first trip out, are you
- What makes you want to call this one home?
- What "wow" factor does this one have for you?
- What would be the best time for us to get together and start the process?
- How can I reach you quickly should the perfect house hit the market?
- Are there any other questions you have about purchasing?

Questions for Potential Sellers

- Where do you live now?
- How do you like this home?
- What made you want to call this one home?
- Why are you considering a move?
- What has changed for you?
- What neighborhoods or areas are you considering?

- Are you aware of what homes in that neighborhood are selling for?
- Is that a price range you are comfortable with?
- **How soon would you like to be settled into your new home?**
- **How much longer do you plan to stay in your current home?**
- Who do you think will be the next person on your street to move? Would you mind if I reached out to them?
- Which one of your friends, family members, co-workers is considering a move?
- Would you mind if I reached out to them?
- If you were to move, where would you go?
- **How soon would you like your home sold?**
- If you were to list your home for sale, how would you select the agent?
- How much do you think your home is worth?
- How did you come to that number?
- How long do you think it will take to sell?
- **What, if any, objections do you think buyer's will have about your home?**
- Are you willing to be an active partner in getting your home sold?
- Will you be living here while it is on the market or will you have moved out by then?
- **What are the best selling points of your home?**
- Why would the next owner want to call this home theirs?
- Are there any other questions you have about the listing and selling processes?

For Sale By Owners:

- Why did you decide to try and sell your home yourself?
- What made you want to try to sell your home yourself?
- How long have you had your home on the market?
- Do you have a marketing plan?
- What are you doing to find a buyer?
- How are you scheduling showings?

- How are you securing the property when buyers come to preview it?
- Have you had any open houses?
- Would you allow me to hold it open for you?
- Are you prepared to negotiate a contract?
- Do you have an actual contract to manage and direct the sale?
- Have you identified your preferred professional team to handle the transaction? (Attorney, title officer, escrow agent, etc.)
- How long do you plan to personally market your home?
- Do you have a plan with a timeframe for getting your home sold?
- If someone buys your house with a contingent offer, would you want them to list with an agent or try to sell it themselves?
- If you were to list, what would you expect your agent to do to get the home sold?
- How can I assist you as you continue to sell the home yourself?

Expired or Cancelled Listings?

- How did you select your first agent?
- Did you and the agent agree on pricing and strategy?
- What things did your first agent do right?
- If I were to list your home, what do I need to do so you will have a stellar experience?
- How has this time on the market impacted your original plans?
- Have you figured out Plan B?
- What is your current timeframe for moving?
- Why were you planning to move?
- Are you still planning to move?
- Why do you think your home didn't sell?
- Did you try to sell it yourself before you listed it?
- Would you try to sell it yourself now?
- What feedback did you receive from people who visited your home?
- Did you have potential buyers preview your home? If so, how many? If not, why?

- How do you think your home was priced? At, above or below current market value?
- Is pricing a factor for you when we list your home?
- What is the lowest price you would be willing to accept from a buyer for your home?
- How much do you currently owe on your home?
- Would you be willing to provide seller financing for the buyer?
- Do you need the proceeds from the sale of this house in order to purchase the next home?

Take time to read and re-read these questions regularly. The more you read them, the more you will have them stored in your brain. You will create a reservoir of helpful thoughts you can tap into when you are making your calls and meeting people face to face. You will notice that not many of these questions can be answered with a simple “yes” or “no”. That’s on purpose. Those are considered closed questions; meaning they don’t invite further engagement. A closed question most often leads to a closed conversation! We are asking questions in order to engage our prospects. The more we ask and the more they answer, the more opportunity we have to discover their needs and what is truly important to them. These two little pieces of information may actually be the key to a successful and fruitful relationship! If you listen, strike that! When you listen more than you speak, you astronomically increase your chances of a WIN!

Past Client or Sphere of Influence Script

Hi, this is _____. Do you have a moment to chat? I have a couple of business questions for you... Who do you know that would like to buy or sell real estate in the next 10-15 days? I’m building my business one great client at a time. Is there anyone in your neighborhood... at your office... from your church... in your family... that may need my help? Would you mind if I reached out to them? Thank you!

Oh, by the way, what are your next real estate needs? Have you considered purchasing an investment property?

Past Client or Sphere of Influence Script

Hello! This is _____. I wanted to remind you that I'm still in the house-buying and selling business. If you know anyone who is thinking of buying or selling, I would love to give them a call!

Lead Follow Up Script - not your first conversation

Hello! This is _____ with eXp Realty. I'm just following up to see if you are still looking for a home to buy? Great! Would you like to look at homes on Monday afternoon or Tuesday morning?

Lead from an Advertisement Script

Caller: Where is this property located?

Agent: The property is located in (this general area - between Apple Street and Ocean Street). Is this an area you familiar with? Is this a neighborhood where you would like to live? When would you like to visit the property?

Caller: What is the asking price of the home?

Agent: Provide a range - i.e. It's in the low \$300's. What price range did you have in mind? How do you plan to pay for the home?

Cash?...Mortgage?...Lottery ticket?

Have you met with a loan officer? No? Do you have a lending partner who can guide you through this process?

No? Great, I have a few that I could recommend if you like? They will be able to give you a solid idea of what to expect.

Lead from a Sign Call Script

Caller: I'm here at 123 Apple Street. How much is this home?

Agent: Hi! While I'm looking that up...Is this an area you familiar with? Is this a neighborhood where you would like to live?

Caller: What's the price?

Agent: It looks like the property is listed in the mid-\$400's.

What price range did you have in mind?

How do you plan to pay for the home?

Cash?...Mortgage?...Lottery ticket?

Have you met with a loan officer? No? Do you have lending partner who can guide you through this process?

No? Great, I have a few that I could recommend if you like? They will be able to give you a solid idea of what to expect.

Lead from a Referral Source Script

Hello _____. This is _____ from eXp Realty. I'm so thankful _____ referred you to me. I'll definitely reach out and thank him/her. Are you interested in buying or selling real estate? Great! (Go to questions)

Door Knocking Script

Hello! My name is _____ with eXp Realty. I am dropping off a Real Estate Stat Sheet on the neighborhood activity. I thought you might like to know what is selling in the area and for how much.

When will you be making your next real estate move?

If you were to move, where would you go?

When would you like to be there?

What would need to happen in order to make this move?

Would you like me to keep you informed about what is happening here in this neighborhood as well as the one you are considering? Sometimes knowing the numbers help you make the best decision at the right time.

I can either text you or email you. How would you like to receive the monthly update?

Referral Buyer Script

Hi, my name is _____ with _____...and I was speaking with _____ (name)...about a few properties we have for sale...and they mentioned to me...that you were interested in buying a home...is that correct?

1. How long have you been looking?
2. How soon do you have to be moved into your new home?
3. (Name), will you need to sell an existing home...to buy the next one?
4. Have you seen any homes you are interested in?
5. Are you working with any other agents?

6. Describe the home you would like to buy (bedrooms, baths, square footage, etc).
7. What is your target price range?
8. Have you had an opportunity to save for your down payment?
9. How much of a down payment are you working with?
10. Have you met with a lending professional yet?
11. Yes: Great! What did they tell you? No: Ok. I can get you pointed in the right direction. This is truly the first step in your home buying process.
12. Let's get together to go over the next steps to get the ball rolling. 13. What would be the best time for us to get together?