

Text someone and say “Hey! Got a quick minute to chat?”

When they reply, immediately call them.

Then use this...

Shay’s Favorite eXp Prospecting Script!

Hey....I’ve got a business reason for calling...but first...how’s everything? How have you been?

(Make small talk for a minute max.)

Let me tell you why I’m calling. You got a quick second?

I’ve always liked you and have a lot of respect for you...

I don’t know how to say this...are you sitting down?

(wait)

I moved all of my real estate teams to eXp.

..... You’ve heard of eXp right?”

(wait for answer).

What have you heard?

(whatever they say, just agree).

I wonder if you’d do something for me...I want your honest feedback on the model, regardless of what you might have seen or heard in the past.

Would you do that for me?

Great! Just so you know, I’m not calling everybody, I’m just getting a small group of agents together that I like. We’re getting on a zoom with one of my business partners.

He’s sells a lot homes, he’s a successful coach, and also a super nice, no pressure guy.

We'll just go fact finding for a few minutes and you can give me your honest feedback.

Sound like a plan?

Then give date of next meeting.

Alternative VIDEO ENDING (instead of driving to a zoom meeting, have them watch the 9min CRMGrow video with you).

Great! All I need is 9min of your time to watch a video that was super impactful for me, and then we can chat for a few minutes after.

When is your least busy day in general?

(Or if you have time right now...)

I really want your opinion on this, so I want to make sure you can really focus on this and put your phone down for 10min.

Then share video over zoom (make sure to click share audio).

Ask them when you click play, as they watch to write down:

- 1) Anything they like
- 2) Any questions they have

Then when video is done, ask them "So what did you like?"

Then make a list of questions and book a 3 way call to answer them.

REMINDER SEQUENCE FOR PEOPLE COMING TO WEBINAR:

- create calendar invite and invite them, ADD ZOOM LINK - eXp explained
- day before, email and txt a reminder
- morning of, video txt message reminder, followed by text based text.
- hour before, txt message reminder
- OPTIONAL - txt reminder as the webinar starts

If they push back and say they don't want to leave Coldwell Banker etc..... I simply say "Stay at Coldwell Banker forever! I simply want your opinion because I respect you and want to know if you think this business model has merit in Seattle or San Diego or in West Sacramento or in the Folsom area etc."

If you are in the same market..... Then..... I would love your Opinion on this new Revolutionary Model for Real Estate."

That usually relaxes them and they agree to watch the webinar. Then I set up a time to get them in front of their Computer with a good Internet connection and we watch it TOGETHER!! :-)