

Buyer's Agent Team Coaching™

Scripts - Session 4

Converting More Inbound Leads



To your Achievement of Excellence in Life

BASE SCRIPTS

1. Associate: *Hello, this is _____ with _____. How can I help you?*

That is a very interesting home. Did you happen to drive by the property?

Let me make sure that it's still available if you can hold on for a moment I will pull up the information in my computer.

Thanks, for your patience, this is _____, again with whom am I speaking, please?

Thank you _____, it's great to meet you.

Option: *In case we get disconnected can I get your number so I might reach you back?*

What caught your eye about this home?

Is that the most important feature of a new home for you?

How did you hear about this home?

_____, what is your current living situation?

Do you own a home, or are you renting?

Option: *Do you have a current Market Trends Report or market evaluation on your home?*

_____ I provide both of these because buyers today need to know where the market is heading to, additionally if they need to sell to buy they need to have a clear picture of the value of their home. Are either of these something that might make sense for you?

_____ I am sorry I didn't even get your phone number. What's the best number to reach you?

Option: *Are you committed to another agent?*

I have found in helping _____ families like yours in my career that by simply meeting for a short no-cost no-obligation appointment it enables me to understand your goals, needs and objectives so I can serve people better when they decide the timing is right for them.

CLOSE OPTION

YOU SAY:

Alternate of Choice → *Do you have some time _____ or would _____ be better?*

Direct Option → *Could we meet at _____?*

Permission Close → *Would it be possible to meet this week?*

BASE SCRIPTS CONT.

2. Associate: *Hello, this _____ with _____.*

Thank you for calling today, may I ask who is calling?

_____, give me a second while I get in front of the right screen so I can get you all the information that you need;

While I am shifting here, let me verify a number to reach you in case I should lose you; your number is _____? Terrific (Name)

What was it that caught your attention about the property you are calling on?

If you don't mind, where did you see the property?

Is this the type of home that you are looking for?

What kind of square footage are you looking for?

What is the price range you are looking to buy in?

_____, what is your current living situation?

Do you own a home, or are you renting?

Option: *Do you have a current Market Trends Report or market evaluation on your home?*

_____ I provide both of these because buyers today need to know where the market is heading to, additionally if they need to sell to buy they need to have a clear picture of the value of their home. Are either of these something that might make sense for you?

_____ I am sorry I didn't even get your phone number. What's the best number to reach you?

Option: *Are you committed to another agent?*

I have found in helping _____ families like yours in my career that by simply meeting for a short no-cost no-obligation appointment it enables me to understand your goals, needs and objectives so I can serve people better when they decide to become clients.

CLOSE OPTION

YOU SAY:

Alternate of Choice → *Would you have a little time _____ or would _____ be better?*

Direct Option → *Why don't we meet at _____?*

Permission Close → *When would be the best time to get together?*

INBOUND CALL SCRIPT

1. Associate: *The home you called on is located in the _____ area; is that an area you are considering?*

Just out of curiosity, what areas are you considering at this time?

There are a number of quality homes, in terms of conditions, price and location in the _____ area. Have you seen any you like so far?

Are you just starting your search or have you been at this for some time?

By the way, what is your perfect timeframe for you to be in your next home?

Wow, that gives you a great opportunity. Good for you!

Based on our quick discussion, here is what I would recommend. That we quickly meet. By meeting you have a more complete understanding of the current and emerging market trends. This will enable you to make the best series of decisions for you and your family.

CLOSE OPTION

YOU SAY:

Alternate of Choice



I have availability at _____ or _____. Which one works better in your schedule?

Direct Option



I have an opening at _____.

Permission Close



What is your schedule like later this week?

INBOUND DIRECT CONNECT SCRIPT

1. Associate: *Thank you for calling the _____. This is _____, what home may I price for you today?*

While I look up that information, what price range are you comfortable with?

Okay, I am not sure the home is in that range.

Or

I am pretty sure that home is in that range.

Just so I know while we are waiting, what area are you hoping to move to?

I have the information now...the home you called on is listed at \$_____.

- *Not quite in your price range but close. If this was the perfect home for you would this price range be an option?*
- *It's right in the ball park of your range. Would you like to schedule an appointment to see the property?*
- *That's good news; it is less than your price range. Let's take a look behind the curtain to see if it has other amenities you are looking for as well.*

Tell me about the amenities you desire in a home.

What size of property do you want?

What are the three most important features you want in your next home?

Is there anything else you can think of in our quick conversation here you desire?

There are a couple of homes that come to mind based on your description of your wants, needs, and desires. These homes are really quality properties with competitive prices.

INBOUND DIRECT CONNECT SCRIPT CONT.

Probably the best thing to do would be to set a quick no cost or obligation appointment so we can determine if these high demand homes meet your requirements.

CLOSE OPTION

YOU SAY:

Alternate of Choice



I am booked with appointments the rest of today but I do have time at _____ or _____. Which of those is better for you?

Direct Option



The information is quite valuable. I could meet at _____. Does that work for you?

Permission Close



When would be the best time to review it with you?

IDX SCRIPT

1. Associate: *Hi _____. This is _____ with _____. The reason for my call is we recently sent you information you requested on properties in the _____ area. We actually specialize in that area and the surrounding areas.*

There are a couple of really hot properties that have come up recently in the _____ area.

Is the _____ area your primary area of interest?

What would be the best way to send you the information on these great buys?

Can you give me a few more specifics on what you are looking for in your next home?

Have you seen anything that you really liked?

How long have you been searching?

Tell me about the perfect timeframe.

Based on the information you have shared; let me send you out these properties. I would also recommend that we set a time to briefly meet. The benefit to you would be I can better target our search parameters so these best opportunities don't fall through the cracks.

IDX SCRIPT CONT.

CLOSE OPTION

YOU SAY:

Alternate of Choice



I could meet at _____ or if that isn't convenient then I am also open at _____. Does either of those work?

Direct Option



There is no obligation. Let's meet at _____.

Permission Close



When is best this week for you?

TEXT BACK SCRIPT

1. Associate: *Hi _____. This is _____ with _____. This isn't a sales call. I am just making a quick customer service call. You used our text back property feature recently. This is a new service and I wanted to get your feedback.*

Did you get the information you requested on the property?

Did it come promptly to your phone?

Were there enough pictures so you could get a feeling for the property?

Did the property meet your criteria?

Is there any additional information you need or want on the property?

How long have you been looking?

Have you seen anything that you liked?

Based on the home you requested information about, I have a general idea of what you might be looking for, but I am certainly not 100% sure. Can you share with me your list of what you are looking for in your next home?

TEXT BACK SCRIPT CONT.

What is the perfect timeframe for your move to a new home?

Based on the information we have discussed so far, there are a couple of properties that come to mind. I would like to recommend that we set a quick appointment to meet. The real benefit to you would be securing one of the high demand homes in our marketplace ahead of the other buyers in _____.

CLOSE OPTION

YOU SAY:

Alternate of Choice



I have an opening at _____ or would _____ be a better time for you?

Direct Option



Let's meet at _____.

Permission Close



What is the best time this week for you?