

# Buyer's Agent 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?*