

FastTrack™

Scripts - Session 1

Protecting and Growing Your Core Business



To your Achievement of Excellence in Life

SPHERE OF INFLUENCE

INITIAL CONTACT

Hi _____, it's _____. This is a business call today, do you have a few minutes, or would later today be better?

The reason for my call is I have made a decision to really ramp up my real estate business this year. I am excited about the unique market opportunities in today's marketplace. May I ask a favor? May I (bring by or send) a few cards, and would you keep them? If you hear of anyone around the office or _____ who you think could benefit from my counsel, would you give one to them? Would you please call or email me and let me know that you have? Great, I really appreciate that. May I call you from time to time to remind you? Thanks.

WHILE WORKING WITH A CLIENT

WHO DO YOU KNOW?

Hi _____ this is _____ with _____. I want to thank you for your time today. It was really a pleasure. _____, I know that we are going to accomplish your goal of _____. My experience tells me that often in this early stage of real estate _____, many of our clients connect with friends, family and associates who express desire for real estate as well. _____, who do you know who is expressed a desire to move that I might be of service to? I appreciate your time in reviewing this with me. I value our relationship. Thanks.

AFTER RELATIONSHIP IS STRONG – ESTABLISHED VALUE

HOW DID WE DO?

Hi _____ this is _____ with _____. I want to express what an honor and pleasure it was to work with you. I also want to congratulate you on your new home. I wanted to call you and see how we did. May I ask you a few quick questions?

Were you pleased with our overall service? Did my team and I respond to your needs promptly and professionally? Are you settling into your new home? Was everything in order when you moved in? I have just one more question. You experienced firsthand our level of client detail and attention. In your circle of friends and associates, who do you know who is currently interested in buying or selling and would benefit from my service? _____, I really appreciate you keeping me in mind. Don't keep me a secret!

Again it was a pleasure to serve you I will check back with you from time to time if that's okay.

TAKING CARE OF CURRENT BUSINESS

Hi _____ this is _____ with _____. I wanted to thank you for being a client of mine. I truly value the opportunity to serve you and your family. Many agents spend time spend their time looking for business rather than taking care of the business they have. I have been fortunate to build my business through referrals. I have found if my clients aid me in finding more clients I can devote more time, attention and energy to working on their needs rather than looking for business. _____, who do you know in your _____ or _____ who might benefit from meeting with me to us to discuss buying or selling in today's marketplace? _____, I appreciate the time you gave me today. Have a great day.