

Recruiting Mastery™

Scripts - Session 3

Recruiting Structures and Prospecting Scripts



To your Achievement of Excellence in Life

CO-OPT HOT LIST SCRIPT

APPROACHING CURRENT AGENT

Manager: *Mary, I see you just had a cooperative transaction with John of the XYZ Company. Tell me a little bit about John and the transaction. What did you think of him?*

Positive response from Agent.

Manager: *Mary, would you be proud to have John as part of our firm?*

Continued positive response from Agent.

Manager: *Mary, I'm going to give John a call. I might need some help from you in the future. If I do, would you be kind enough to help me try to recruit John to our company?*

Negative response from Agent.

Manager: *Well Mary, I'm still going to give John a call because he looks like a he's a very good prospect. If you change your mind and you'd like to be supportive and helpful, I'd appreciate it.*

CALLING THE RECRUIT

Manager: *Hi, I'm the Broker/Manager with Home Realty and I was chatting with Mary earlier this morning and John, she told me what a great job you did in this transaction.*

You probably already know that we at Home Realty really appreciate professionalism in the real estate business. It's helpful to all of us as Realtors if we all act in a professional manner, and I just wanted to give you a call today John and give you a big pat on the back and thank you for a job well done.

John, I just want you to know that we really appreciate professionalism and Realtors that know their business so here's a big pat on the back and a big thanks.

John, because of your ability as a Realtor in the marketplace I wonder if I could ask you a question or two that would be helpful to us. At our company, Home Realty, we are currently recruiting agents and as we recruit agents it's important for us to know exactly what they're looking for in support services from a real estate brokerage company so we can make sure that we have all those services in place.

John, let me ask you, if I may, what are the three most important support services you look for from a real estate brokerage company? What support services do you need a broker to supply to you?

Response from Agent.

Manager: *John, that's very helpful and I really appreciate that because as we continue to talk to other agents we'll make sure that we emphasize the points that are important as far as support services that you shared with us today.*

Oh, and by the way John, last question if I may, are you satisfied that you're receiving all three of those support services with your current brokerage company?

Response from Agent.

Manager: *Our Company is really proud about our ability to supply number three support services. John, I think we have something to explore together.*

BASE HOT LIST SCRIPT

Manager: *John, as manager of Home Realty I've noticed that you've had great success in the marketplace over the last year or two.*

And I just wanted to give you a call because several of my agents have mentioned to me what a great job you're doing in the real estate business today. At Home Realty we're proud of our competitors who are professional in what they do. Each Realtor that can provide better services to the community and do an outstanding job makes it easier for all of us as Realtors to be recognized as outstanding people in the marketplace today. I just wanted to give you a call John, a pat on the back for a job well done, and to let you know you are truly making your mark in real estate and you're standing out.

By the way John, I wonder if while we're on the phone you could share with me a few moments.

You see, our company is recruiting and always looking for outstanding real estate agents and because you are a pro at what you do, I wonder if you could share with me what are the three most important support services you look for from a real estate brokerage company? What are the three most important things that cause you to say my brokerage company is in true support of my needs and are going to help me be a more successful agent? Would you share those three things with me?