

**SURGE™**

**Scripts - Session 2**

**Building Your Referral and Networking Strategies**



To your Achievement of Excellence in Life

REFERRAL SCRIPTS

I WANT TO EARN THE RIGHT

I want to earn the right.

*Bob, sometimes people wonder how I get paid. Basically I get paid in two ways. First, if I help market your home and someone buys it, I get a commission. Second, if you like what I bring to this process, if you find the way I work for you valuable, then you'll feel inclined to introduce me to a few of your friends, colleagues, or family members who you feel will also benefit from knowing me....*

*Which mean to you, Bob (magic phrase), I intend to earn those introductions. I'm going to make sure we create a great strategy for the sale of your home, and that we do a great job implementing that strategy. I'm going to explain things clearly every step of the way. And if any problems come up, I won't run away from them, I'll be there for you. Through this process, I hope you'll want to share what I do with others. Fair enough?*

I AM NEVER TOO BUSY

I am never too busy.

*(After client thanks you for something you've done): Martha, I'm certainly glad you see the value in what I can and will continue to do for you. I want you to know that I'm never too busy to see if I can help any of your friends, colleagues, or family members who you think might benefit from knowing me. Make sense?*

REFERRALS ARE A NATURAL OUTCOME OF THIS PROCESS

Referrals are a natural outcome of this process.

*Bob, as we get started, I just wanted you to know what happens sometimes. Quite often, as we begin this process with clients, they naturally begin to think of others who are looking to buy or sell a home and should probably know about me. But they often don't bring it up because they're not sure how to introduce me to them. Which is a shame, because those people never get the benefit of what I can do for them. So, here's what I ask. If, at any time, you think of someone who should know about me, please bring it up, and we'll see if there's a comfortable way for you to introduce me to them. Make sense?*

REFERRAL SCRIPTS CONT.

UPGRADING THE REFERRAL

*“Bob, I appreciate the referral opportunity and you offering to give your friend Suzi my business card, but I will tell you it is rare when a referral actually calls the agent. My real concern is in our marketplace more than 65% of the agents have been in the business less than a handful of years. The average agent, according to NAR does 3.5 transactions. The probability is that your friend is going to get an agent that doesn’t understand the marketplace and may not be as skilled. I’m sure that is not what you want to have happen. Would there be a way we could design that would allow you to be comfortable with giving their number to me so that I can make a soft introductory call?”*

HOW I’LL CONTACT THEM

**How I’ll contact them.**

*Well Martha, that’s great to hear. I’m glad you are seeing the value of working with me. And, of course, I hope to continue to be of value to you through my service and in other ways. Martha, I have an important question to ask you.*

*I’d like to brainstorm for a few minutes about who you know and care about who just might benefit from the work I do. But before you answer, let me explain how I’d go about contacting anyone you might mention.*

*Actually, I’d contact them in much the same manner I contacted you. First, I’d give them a call to see if they’re open to a quick meeting to discuss their situation. I’ll explain how I work, ask them a few questions and see where that takes us. If they’re not interested, that’s the end of it.*

*With that in mind, could we brainstorm about who you know, who you care about, who might find value in the work I do?*

NETWORKING SCRIPTS

HOW'S THE MARKET?

How's the Market?

*“There has been a dramatic shift in the market...there are still a lot of good opportunities even today.”*

*“Where there are not as incredible deals as we saw a few years ago, there are still some very solid values in today's market.”*

*“The market has really shifted and continues to improve significantly. The trends point to some real opportunity for.....”*

WHAT DO YOU THINK THE INTEREST RATES WILL DO?

What do you think the interest rates will do?

*“Because we are closer to historic low levels than the typical interest rates the trend for interest rates will be upward.”*

*“Most expert economists are projecting interest rates to increase about \_\_\_\_\_ over the next \_\_\_\_\_ months.”*

*“Most expert economists are projecting interest rates to decrease about \_\_\_\_\_ over the next \_\_\_\_\_ months.”*

*“According to the economic experts at (National Association of Realtors, Zillow, Trulia, Wall Street Journal), they are forecasting interest rates to (increase, decrease) to \_\_\_\_\_ within (6 months, by year end).”*

*“We have seen rates more \_\_\_\_\_ in the last few months. This has already added to the monthly housing cost for all buyers.”*

NETWORKING SCRIPTS CONT.

DO YOU THINK NOW IS A GOOD TIME TO BUY OR SELL?  
DO YOU THINK NOW IS A GOOD TIME TO MOVE UP?

Do you think now is a good time to buy or sell?

Do you think now is a good time to move up?

*“Are you more interested in buying or selling?”*

*“Are you leaning to one or the other?”*

*“Are you considering upgrading / downsizing?”*

*“I am convinced that most people should at least research their options because of the market improvement we have seen in the last \_\_\_\_.”*

*“Based on the market adjustment we have seen in the last \_\_\_\_, it certainly makes sense to review the options and opportunities people have today.”*

*“We have shifted to a \_\_\_\_ marketplace in the last \_\_\_\_ . That shift has removed much of the uncertainty of the marketplace. There are some low risk opportunities in today’s market for \_\_\_\_.”*

*“Buyers in today’s marketplace might not get the rock bottom deals of \_\_\_\_ . They are getting opportunities to buy properties well below the high water mark of \_\_\_\_.”*

*“Sellers are doing much better in sales price than just a few years ago in today’s marketplace.”*

NETWORKING SCRIPTS CONT.

HERE'S WHAT I DO STATEMENTS

Here's what I do statements:

*"I aide people in finding and acquiring rare opportunities in real estate properties; whether that is a family home that creates wonderful family memories or investment property that creates wealth for my clients."*

*"I educate and guide people through the challenges of the real estate market. My specialty is evaluating clients' needs, analyzing the marketplace and the opportunities of the real estate marketplace in \_\_\_\_\_. Then crafting and executing a plan that helps them use the properly selected piece of property as a building block for their family memories and financial present and future."*

REVERSE SALE STATEMENTS

Reverse Sale statements:

*"I have no idea if any of this is even slightly relevant to you."*

*"I am sure you didn't come to this event to talk about real estate."*

*"While the shift in the real estate market has been significant, I am confident that you didn't come to this event for a real estate discussion."*