

SURGE™

Scripts - Session 5

Increasing Your Listing Leads and Listings



To your Achievement of Excellence in Life

NON-OWNER OCCUPIED

Ask these potential prospects, *“Is this property a long term hold in your investment portfolio?”*

“Are you achieving a positive cash flow monthly with this investment? May I ask how much a month this property is costing you?”

Based on the loss of ____ a month and ____ a year, not counting vacancies or repairs, if there was an opportunity to sell your property, remove that monthly loss without coming to closing with money and put some money in your pocket, is that something you would want to explore?”

Because our marketplace in ____ has appreciate by between ____ and ____ percent there is a real possibility to accomplish that. Can we book an appointment to at least research and discuss your options?”

ATTORNEY INITIAL CONTACT

Family Law Attorney Initial Contact:

Hello _____, this is _____ with _____. You have been referred (or recommended) to me as one of the best family law attorneys in our area. We have created a series of resources for family law attorneys and their clients to aid them in determining the value of their real estate assets, and an approved vendor group with savings you can pass onto clients.

Our resource will help smooth out some of the challenges you and your clients face in determining the state of the real estate market, the value of their real estate and what would be the correct steps for them.

Do you have someone in the real estate field providing you and your clients these services currently?

Because you don't know me and I really do not know you, can I suggest...

- A) That I send you comprehensive market trends report for your review? This would enable you quickly with limited time invested to know whether there is any value I could bring to you and your clients. What is your email address?*
- B) That we meet for a quick cup of coffee in the next week? I am talking about 15 minutes. Does later this week or early the next week work for you?*

Objection Option 1:

I understand your hesitation because your time is money; so is mine. You really have nothing to lose here. I can provide you and your clients value, time savings, and reduced stress in a highly stressful experience and all I am asking for is 15 minutes of your time.

Objection Option 2:

I can hear the hesitation in your voice...that is understandable. I realize your time is valuable. Let me take away all the risk of meeting with me and you wasting your time. If after meeting for 15 minutes for coffee, you see no benefit for you and your clients I will pay your for your time. I will hand you \$100 cash...that is my level of confidence in resources we have created for family law attorneys. Are you willing to meet?