Realtor Mastermind with Kendra Cooke

SCRIPTS FOR REALTORS

Theme Day Scripts

Monday – VIP

The goal is to connect monthly to check in and see if you can assist them with your business, any needs they may have and then ask them for a referral that you can help.

REA: *Good morning _____, you are my VIP because ….*

I am checking in to see how your weekend was. How is your business going right now? Do you have anything that I can assist you with?

Remind them that your business thrives on referrals and you are looking for anyone that needs to buy or sell, should they come across someone ask them to connect you to them. You can also invite them to a HH or client event on these calls.

Tuesday – Status Calls

The goal is to be proactive and you call them weekly, so they don't have to call you for information. Set this expectation at the listing appointment/buyers consultation.

REMIND THEM WHEN YOU CALL THAT YOU ARE MAKING YOUR STATUS CALL, AS PROMISED IN THE CONSULTATION! This is really important to make sure they are reminded that you are doing what you told them you would. So you can use this when asking for referrals (ie I will take great care of your referrals as I did for you, etc.)

Sellers: *This is your weekly update call! I am checking in to make sure my team is taking great care of you. Do you have any questions about your listing/sale? How are you feeling/what do you think about your listing/sale?*

Remind them that once your deal is closed there will be an opening for another client just like them and ask them who they know that they can refer you too.

Also, if they are not getting the showings they want, you may have to discuss their WHY again for selling and walk them through a price reduction, condition (restage), time, etc.

Remember to weave in their "why" after the house is under contract and remind them that you were able to help them get where they wanted to go. Give them honor for working hard with you and your team to get a win-win for all parties. (Helps with securing future referrals)

Buyers: *I am checking in to make sure my team is taking great care of you. Do you have any questions about the contract/sale? We will call you again next week.*

Remind them that there may be some bumps in the road, but you are there to get them through it. Also remind them that should the lender need anything from them that it is imperative to get that back to them asap to ensure an on time closing. Remind them that once your deal is closed there will be an opening for another client just like them and ask them who they know that they can refer you too.

Tuesday: Client status update call and close for a CCR

Hi _____, this is _____ with _____ and I am calling to do your Tuesday Status update call.

I wanted to catch you up on what has been going on since your last call….(deliver the news – showing feedback, inspection/appraisal update, etc.)

How are you feeling about everything so far? (Look for a red flag/compliment). If they give you something to build on, like we love our photos on the MLS – they look amazing; take this opportunity to say, you know _____ (team leader), prides themselves on providing that level of photos for all our clients and once our transaction is complete with you and your family, we will need another client just like you to work with. Do you know anyone right now that could use our Real Estate services? If they say no, remind them that our business thrives on repeat and referral business so we are hopeful they can help us find one great client before their closing date.

Is there anything I can do to help make this experience better?

Do you have any questions for _____ (team leader).

I look forward to connecting again next week, however if you need me prior to that call, don't hesitate to contact me.

Wednesday – Old Leads and Hot Leads

Old Leads – continue to call them weekly to check in on their status so they don't fall through the cracks. *By the way, do you know anyone else looking for _____?*

Seller – how are their projects/repairs coming, what is the potential date of completion will be. Share with them new comps on the market or market conditions.

Buyers-have they seen anything they want to schedule an appt for, do we need to adjust their search, how is their loan approval coming.

Hi _____! This is _____ with _____, How are you?

Awesome!

I am following up with you today, because we have has some conversations with you in the past about helping you with your Real Estate needs and we haven't spoken in awhile, how is the home search/sale going thus far?

Are you still in the market to sell/purchase?

Overcome objection – ask lots of questions and WHY? WHY?

- Not ready – what's standing in your way from moving forward?
- Job – when will that situation be rectified so you can move forward?
- Just looking – that is hard to do in this market with the lack of inventory and everything selling so quickly. If you take too long, you could lose your dream home.
- Need to sell a home – We do that too. Did you know our team….share a stat, success story, testimony
- Have an agent – wish them well and move on

I am sure you know the market we are in right now is crazy and it takes a true professional with tons of knowledge and expertise to maneuver it. With your permission, I would love to schedule a time for you and _____ to connect for 10-15 mins and see if now is a good time to work with us. I know you have many choices to choose from when selecting a Real Estate professional, and I promise you, _____ is the best choice. How does your schedule look tomorrow at _____ or Wednesday at _____?

Thursday – Past Clients/Database calls – call a letter per week

You are calling to catch up. Use the FORD acronym, verify all information is the same. Ask them if they are still loving their home. Find out if there was one thing they would change about it what would it be. This is so you can find a need and fill it. Do they need a recommendation for a painter, fence installer, etc. After you have filled the need ask them for their help, can you help me find one client this year that needs to buy or sell. Explain that your business thrives on referrals and you loved working with them and their family and would love to work with another one just like theirs.

If you are looking to add a certain person to your VIP group, ask them "do you have a CPA/Financial planner/etc. that you work with you? Would you recommend I meet with them? I am always looking to

connect with other professionals in the area. Would you mind connecting us through an email so when I reach out to them they will be expecting my call?"

You can also ask if they are "interested in finding out what their home is worth." If so, you could schedule a time to bring some comps by to review with them.

You can also use this time to invite them to a client event

Friday – Businesspeople

Use triangle for trust when you can (so it isn't a true cold call).

"I hear you are one of the best in _____ and I would love to schedule a time for us to discuss if there is an opportunity for us to work together".

"I have watched you from afar and admire your business and would love to schedule a time to speak with you and learn more about you and your business."

OTHER SCRIPTS

Door Knocking

Your neighborhood is selling like crazy and I have buyers that are interested in purchasing a home like yours for top dollar. Do you have any interest in selling your home between now and the end of the year/summer/etc.?

I have a home listed in the neighborhood and wanted to invite you to attend an open house or share the open house information with someone who may want to be your neighbor.

Builders

I am a professional Real Estate agent in the area and would love to know more about your product so I am able to bring clients to you in the future. Would you be willing to meet with me and share with me your product and how you work?

Cornerstone
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