



THE FOUNDATION  
Real Estate Training



Prospecting  
Script Book



# FSBO SCRIPT

Hello, I am calling about the property/home for sale, is this the owner?... (Great!)

My name is \_\_\_\_\_ I am with XYZ Realty in XYZ town...

The reason for the call is:

Since I am (Or We Are) always working with a lot of for sale by owners and buyers in your area... I was wondering...

If I (we) can introduce you a buyer that will pay your price, will you be willing to work with me?

(If yes, say Great and continue... If no, ask how come?)

Do you mind if I ask you a few questions about the property? (Awesome)

- How old is the house? And Is it in a move in condition?
- Is it occupied or vacant?
- How long have you owned this home?
- Can you quickly describe the home for me?
- If we find a buyer that is willing to pay your price, how fast will you be able to close?
- (if they still need to find a place etc ask)

Are you currently working with any real estate agent to help you with your search?

- What made you choose this sales price? (I understand)
- If a motivated buyer made you an offer today, will you be willing to negotiate your price down? (Great or I see)
- Is there any reason, other than to avoid paying the commission, which made you decide to sell it yourself? (Really...)
- If you were convinced that with an agent, like myself, you will sell it quicker and maybe even net more money...

would you be willing to list your home? (that's wonderful, or, I see)

• I would like to preview your home and see if it qualifies for the current buyers and inventory we are working with, are you available on \_\_\_\_\_ or would \_\_\_\_\_ be better?



## EXPIRED SCRIPT

Hello, I am looking for \_\_\_\_\_...

This is/My name is \_\_\_\_\_ from \_\_\_\_\_.

The reason for my call is, your home shows up as an expired listing on my computer and since I am (we are) always working with buyers that are looking to buy a home in your area... I was calling to see if you are still interested in selling?

- If they say yes at the beginning, say: Great and then go to number 2 below
- If they say: No I changed my mind, Or, I took it off the market, Or, I am not interested to sell anymore... than say:

1. Thank you for taking the time to answer...

- (NAME)... If a buyer was willing to pay you your price today, would you sell it? (if yes, say Great!)
- So...If you got the price you wanted, you will sell correct? (OK Great)

2. Do you mind if I preview your home and see if its suitable for some of the buyers I am working with...? (awesome)

- Are you available to show it on \_\_\_\_\_ Or would \_\_\_\_\_ be better for you? (great, I am looking forward to meet you)
- Btw, while the house was listed with XYZ REALTY, did you get any offers?
- Is there anything you believe that stopped your home from selling?
- What made you choose the last agent you listed with?
- What did you like the most about that agent?
- If you were to list the house again, what would you want the agent to do to get your home sold?
- Do you have any agent in mind that you wish to work with?
- Ok great, thanks again for taking the time to share these thoughts with me... I will see you on \_\_\_\_\_ at \_\_\_\_\_.



## EXPIRED (At the house)

Once you are at the property, after you take a tour, sit down with the seller and ask:

Mr. or Mrs. Seller, can I share with you some important information you might consider valuable?...(great)

While your home was on the market with XYZ Realty, all these homes \_\_\_\_\_(show them Sold homes), were sold in your area by real estate agents...

May I ask you a question?

If I can show you a proven way to sell your home for sure this time, would you be willing to listen?

If so, go right into the listing presentation and if they are not available for that, schedule a listing presentation.



# I JUST SOLD SCRIPT

Hi, this is \_\_\_\_\_ with \_\_\_\_\_. I\ (we) just sold a home in your area, on \_\_\_\_\_ for \$\_\_\_\_\_... it was a \_\_\_ bedrooms \_\_\_ baths ... and I still work with a lot of buyers that are looking to buy a house in the area, therefore I was wondering if you know anyone who is looking to sell their home?

Thank you for taking the time to think about it ... Let me ask you ...

- Are you planning on moving anytime in the near future? ( ) Terrific!
- How long have you lived at this address? ( ) Great!
- When you bought the house, what made you pick this area? ( ) Great
- If you could move today... where would you go to? ( ) That's exciting!
- So what's stopping you from making this move? ( ) That's interesting...
- If I could help you with that \_\_\_\_\_, would you consider moving? (if no, end the call...If yes say Terrific and continue)
- Would you be interested in a free home evaluation report, to estimate the value of your home in today's market? ( ) great!
- I can come by \_\_\_\_\_ or would \_\_\_\_\_ be better?
- I am looking forward to meet you on \_\_\_\_\_ at \_\_\_\_\_.



# I JUST LISTED SCRIPT

Hi, this is \_\_\_\_\_ with \_\_\_\_\_. I\ (we) listed a home for sale in your area, on \_\_\_\_\_ for \$\_\_\_\_\_... it is a \_\_\_ bedrooms \_\_\_ baths with \_\_\_\_\_...

And I wanted to let you know that you and your family or friends are welcome to come and take a look at the house whenever you want...

BTW, Do you know anyone who is looking to move into our/the area?

Thank you for taking the time to think about it ... Let me ask you ...

- Are you planning on moving anytime in the near future? ( ) Terrific!
- How long have you lived at this address? ( ) Great!
- When you bought the house, what made you pick this area? ( ) Great
- If you could move today... where would you go to? ( ) That's exciting!
- So what's stopping you from making this move? ( ) That's interesting...
- If I could help you with that \_\_\_\_\_, would you consider moving? (if no, end the call...If yes say Terrific and continue)
- Would you be interested in a free home evaluation report, to estimate the value of your home in today's market? ( ) great!
- I can come by \_\_\_\_\_ or would \_\_\_\_\_ be better?
- I am looking forward to meet you on \_\_\_\_\_ at \_\_\_\_\_.



# FIRST CALL CIRCLE OF INFLUENCE

Hey Name, it's My Name how are you doing today? (Icebreaker)

Did I catch you at a good time?

Name, I wanted to let you know that I am now working as a real estate agent with \_\_\_\_\_ and I also just completed "The Foundation", a high volume real estate sale training program, preparing real estate agents to help buyers and sellers save time & money when selling or purchasing real estate... and I was wondering...

If I can be of help to anyone in your (church group, family, neighborhood, and office) ... at this time? (X) Great!

Thanks for thinking about it...

By the way ... Are you planning on moving anytime in the near future?

(If they say no, ask them: Would you be interested in a free home evaluation report, to estimate the value of your home in today's market? ( ) great! (continue with property evaluation questionnaire)

If they say yes to moving, continue with:

- If you could move today... where would you go? ( ) That's exciting!
- So what's stopping you from making this move? ( ) That's interesting...
- If I could help you with that \_\_\_\_\_, would you consider moving? (if no, end the call...If yes say Terrific and continue)
- Would you be interested in a free home evaluation report, to estimate the value of your home in today's market? ( ) great!
- I can come by \_\_\_\_\_ or would \_\_\_\_\_ be better?
- I am looking forward to meet you on \_\_\_\_\_ at \_\_\_\_\_.





# Ongoing CIRCLE OF INFLUENCE

Side Notes:

There are many different ways to bring value to your Circle of influence and past clients.

Here are some of the reasons you can use to conduct a quarterly call:

**Mortgage rates, Market activity (sold vs listed, expired rates, average DOM etc), Specific listing you need to sell, Lack of inventory, Investors activity, Real estate article, newsletter, Motivated buyer/s looking to buy in the area, etc.**

Hi Name, it's (Your Name) how are you doing today? (Icebreaker)

Listen, I am calling you from my office, Did I catch you at a good time? Great!

Name, I just came across some very important information about: (insert one of the **above**) and I wanted to share that information with you, as I believe it can positively (or negatively) impact the value of your home...

Should I email it to you or would you prefer that I drop it off?

\*\*There are many different “BTW” you can add at the end to finish the call by asking for business. For example:

BTW, Are you (or anyone else you know) planning on moving in the near future?

BTW, Do you know anyone that can also benefit from the information I just shared with you?

BTW, Would you like me to send you an updated free home evaluation report showing the value of your home in today's market?

BTW, do you have any friends or family that you believe could benefit from my services at this time?

Always finish the call by saying:

Thank you for your time...I will talk to you soon



## PAST CLIENT/COI SCRIPT

Hey Name, This is My Name from Company name...How are you today?

I am calling you from the office, Did I catch you at a good time? Great!

Name, I came across some very important information about: (insert one of the above) and I wanted to share that information with you, as I believe it can positively (or negatively) impact the value of your home...

Should I email it to you or would you prefer that I drop it off?

\*\*There are many different “BTW” you can add at the end to finish the call by asking for business. For example:

- BTW, Are you (or anyone else you know) planning on moving in the near future?
- BTW, Do you know anyone that can also benefit from the information I just shared with you?
- BTW, Would you like me to send you an updated free home evaluation report showing the value of your home in todays market?
- BTW, do you have any friends or family that you believe could benefit from my services at this time?

Always finish the call by saying:

Thank you for your time...I will talk to you soon



# HOT LEAD SCRIPT

Hi \_\_\_\_\_ this is \_\_\_\_\_ with \_\_\_\_\_ .... Did I catch you at a good time? (Great)

I'm calling to follow up on our prior conversation/s and I wanted to ask you a few quick questions:

If it's a seller ask:

- Are you still looking to sell your property?

Or if a buyers than ask:

Are you still looking to purchase a home?

- Can we start the process this coming week?
- Would \_\_\_\_\_ at \_\_\_\_\_ be good for you to meet or would \_\_\_\_\_ at \_\_\_\_\_ be better?



# PREQUALIFYING SCRIPT

This Script is to be used before EVERY Listing presentation you go on:

Mr./Mrs. Seller, before I come out on \_\_\_\_\_ at \_\_\_\_\_, there are a few important questions I would like to ask you to help me prepare for our meeting...

- You said you are moving to \_\_\_\_\_, correct?
- You also said you prefer to move by \_\_\_\_\_, right?
- Can you describe the home for me in detail? This will help me prepare the right price analysis and similar comparable sales.
- Do you have any mortgage on the property?
- Do you mind telling me how much you owe? This will help me prepare a your net sheet to show you how much you will actually net from the sale...
- During our meeting, while I present to you my plan of action, along with my marketing plan, as long as everything makes sense to you and you will feel absolutely certain and assured that I can sell your home for the price and terms you want, will you to list your home with me then?
- Are you scheduled to interview any other agents?
- If you'll decide to list your home, how much do you want to list your home for?
- Is that your bottom line price or do you have some room for negotiation?
- I will be sending/delivering you a pre listing package with all the information necessary for the meeting. Could you take the time and review it before I arrive?
- Our meeting will take between 25-54 minutes. Is that Ok with you?
- BTW will all the decision makers be at the meeting?
- I will see you \_\_\_\_\_ at \_\_\_\_\_.



# PRICE REDUCTION SCRIPT

\*When it comes time to reduce a listing, the only way you can earn the right to ask for a price reduction is to maintain constant, consistent communication with the seller about current market conditions, including new listings on the market, new price reductions, new sales, etc.

To get ready for price reduction, start by asking for a meeting to review the process.

Mr/Mrs Seller, I would like to come by this evening and discuss important subject. Are you available at \_\_\_?

When you get to the house, take them through all the numbers (how many showings, open houses, offers, feedback reports etc) and provide a comprehensive update on the market (an accurate CMA focused on SOLD properties).

Then say this:

“So here’s what we have to decide. Right now the agents in the marketplace, the overall market, and most importantly, the buyers have rejected our price. What would you like to do?”

Then... shut up.

Wait for them to talk.

If you’ve earned their trust, they’re going to ask you for your recommendation.

Then you say, “I’m going to strongly recommend we amend the price to be in alignment with what buyers are willing to pay in this marketplace.”

Then present the new price you recommend.



# HANDLING BUYER CALLS

Buyers Call (Script for booking in house consultation)

Your Goal: To Schedule a buyer consultation meeting in your office.

Challenge: The buyer wants to meet you at the property.

On the phone (first initial call) - The buyer is calling you first of all for information.

Rule # 1 = If you give them all the information they seek over the phone, they won't need you anymore! Every time you give some information, end the sentence with another question.

Buyer: "Hi, I am calling about 18 Forrest street in Main City..."

Agent: "How can I help you?"

Buyer: "I would like to know if I can schedule a time to see the property?"

Agent: "Of course I would love to show you this house...Tell me, are you looking to move or to buy an investment?"

\*Remember:\*

Its a game, so enjoy and play by the rules...You try to get as much information about the buyer and they try to get information about the house. The one asking most questions, wins the game...



# BUYER CALLS (CONTINUE)

For example:

If the buyer asks: what is the price for the house on 18 Forrest Street?

The best way to reply to this question is to answer with a question at the end of your answer: The house on Forrest Street is in the \$350K range (never give the exact price)... is this your price range?

The buyer then is telling you their price range...now its time to ask more questions...Be tactful, make sure you don't step on their toes by asking too many questions too quickly...

\*Remember:\*

Your goal is to set up an appointment for them to come to the office!

Your goal is not to sell a house over the phone...focus on your goal.

Questions to ask over the phone (you ask these questions to make your life easy and prepare for the appointment):

- Are you calling for yourself or someone else?
- Are you planning to buy with cash or mortgage?

If mortgage ask:

Are you already pre approved for a mortgage or do you still need to do that?

If they are approved, ask for them to bring their pre approval letter when you meet!

If they aren't approved ask:

Before we meet its best to get your pre approval letter so we know exactly what you qualify for and not waste time...then offer them to use our mortgage specialist...

- When do you plan on moving?
- How many bedrooms do you need?
- How many people is it for?
- What locations are you interested in?
- What is important to you with these locations?
- What is your price range?
- How soon do you want to find and buy a house?



## BUYER CALLS (CONTINUE)

To bring them to the office, always follow these lines:

"I preview homes and prices everyday and I specialize in finding home buyers & investors the best deals on the market...Therefore in order to help you find a home that fits your needs and make sure it is a good deal... it is best to meet at my office and go over the best options for you and your family...What time tomorrow at 4pm can you meet me? or is 7PM better for you?..."

\*Remember:\*

The buyers only want you to give them information about the house and then schedule a showing for that house...

Your job is to answer just enough to bring them into the office.

As your job is to ask questions, sometime you will have to answer their questions (in order for them to participate) but always finish your answer with another question and keep going until you are done with all your questions & set up an appointment.

Pre qualifying the appointment rule:

- Never meet with an uncooperative buyer.
- If they don't want to answer your questions or meet you at the office or get pre approved then move to the NEXT buyer...

Your time is valuable, unless you undervalue your time!





## DOOR KNOCKING (JUST SOLD)

Hi There :) ... My name is \_\_\_\_\_ I am with \_\_\_\_\_ Realty...

I just wanted to stop by and let you know that I just sold a property around your home (OR a home just sold over on \_\_\_\_\_) ... It actually sold for \$\_\_\_\_\_ above asking price...and we there were multiple offer on the property... which means a few things: 1.

There are other approved buyers in the price range of \$\_\_\_\_\_ that are still looking for a home in this area and 2. It means prices are going up in your neighborhood...

Because of that a lot of your neighbors are waiting to know how much their home is worth... Did you want in on that list?



## DOOR KNOCKING (EVALUATION)

Hi There :) ...

My name is \_\_\_\_\_ with \_\_\_\_\_ Real Estate Brokerage...

I was just in the neighborhood and I wanted to stop by and give you a "Free Home Evaluation Report" Offer...(Hand Them Your Postcard)...If you would like to know how much your home is worth in today's market, I will do it for you for FREE, so please give me call.

Have a great day!



## Door Knocking A Neighbor SOLD

Hi I'm \_\_\_\_\_, I just wanted to stop by and let you know that your neighbor at \_\_\_\_\_ (Property Address) just sold their home for \$\_\_\_\_\_...

What do you think of that price?

Did you get a chance to see it at the open house?

Well...That house sold fast (or for multiple offer, or over asking etc)... I am actively working with multiple buyers that are looking to move into our neighborhood...

For the right price...Would you consider selling your home?



## DOOR KNOCKING (I have a buyer)

Hi There :) ...

My name is \_\_\_\_\_ and I'm a real estate agent with \_\_\_\_\_.

I am currently working with a buyer who's looking for a home in this neighborhood... and they haven't found the right home yet... so I was wondering... if are you planning on moving in the near future and might want to talk about selling your home?"



## Door Knocking (Open House Invite)

Hi...My name is \_\_\_\_\_and I am a real estate agent with \_\_\_\_\_...

I've just listed a home over on \_\_\_\_\_ and I'd like to invite you to a private open house this \_\_\_\_\_... (hand them an invitation)

BTW...Do you know anyone who's looking for a house and might be interested in this neighborhood?



## Door Knocking (Would you sell?)

Hi...My name is \_\_\_\_\_and I am a real estate agent with \_\_\_\_\_...

I am sure you know prices are going up in the area... and I thought you might like to see what's been selling. Here is a market update of all the homes that sold in the last \_\_\_\_.

Btw Have you been thinking about selling your home in the near future?