



UNITED HOME GROUP

SCRIPT BOOK

EXCLUSIVELY FOR



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SELLER

SCRIPTS



FOR SALE BY OWNER (FSBO)

SCRIPT 1:

Hi, I'm calling about the house for sale. Is this [Seller's Name] OR [The Seller of [Address]]? Great.

My name is [Agent's Name]; I am a Real Estate Agent here in the area and I noticed that you have your home for sale and you're selling it yourself. Is that right? Fantastic.

I am calling you today because we have helped a lot of For-Sale-By-Owners sell their houses OR [I work with a lot of buyers and sellers in the area] and I am just calling to see how things are working out for you.

When you... SELL THIS HOUSE..., where will you be moving to?

What is your ideal time frame for getting there?

I am curious, is commission the main reason why you decided to sell the house on your own, instead of using an agent?

If I can show you how I can... SELL THIS PROPERTY... for you and actually... NET YOU MORE MONEY... than if you sell it yourself, even after my commission is paid, is that something you would be interested in looking at?

IF THEY SAY SOMETHING LIKE, "I DON'T SEE HOW YOU CAN DO THAT?"

I completely understand. If you thought an agent could do that for you, you would have hired one already, right? And at the same time, if there was a financial benefit for you to list with me, rather than sell it on your own, you'd probably go ahead and do it, wouldn't you? Exactly.

That is why we should meet. I'll tell you what, I can come by on [Day] at [Time] or [Time] and show you why so many people have... CHOSEN ME... to ...GET THEIR HOUSE SOLD.



SCRIPT 2:

Hello, thank you for taking my call! This is [Agent's Name] with the United Home Group and I was curious...

When your house sells, where are you moving to?

IF THEY ASK WHY YOU ARE ASKING:

Frankly, the reason I am calling is every day I proactively... LOOK FOR BUYERS... for my sellers.

And that is of course what you would want an agent to do for you, right? I mean, if you hired an agent.

WHATEVER THEY SAY:

Most agents do the "3 P's" of real estate. They place a sign in a yard, put it in Multiple Listing Service, and pray someone else sells it. I, on the other hand, do the additional "2 P's", which are proactively prospect to find buyers and price watch daily.

So, when your house sells, where will you be moving?

IF THEY TELL YOU WHERE THEY ARE MOVING:

That is exciting!

How soon do you need to be there?

Now that you have decided to... SELL YOUR HOUSE... how would you rate your motivation? On a scale of 1-10 with 10 being highest.

Just out of curiosity, how did you determine the price of your house?

Why did you decide to... SELL YOUR HOUSE... yourself instead of listing it with a real estate agent?

How much time will you take before you consider hiring the right agent for the job to... SELL YOUR HOUSE?

Are you familiar with what I do to get houses sold?



Oh, really... When would be the best time to show you? At [Time] or [Time]?

The more you talk with me, the more you will see why people just like you... CHOOSE ME... to help them with their real estate needs.

SCRIPT 3:

Hello, and thank you for taking my call. This is [Agent's Name] with the United Home Group and I work with many buyers in the area and I was wondering: How can I help you? Just out curiosity, where are you moving to?

The reason I ask is I have listings in the area, and I/we was hoping you might be a buyer for one of my/our listings. You see, I call daily to find buyers for my sellers.

By the way, when do you have to be in [Destination]?

How long will you try to... SELL YOUR HOUSE... yourself before you would consider listing with an agent? Great.

That is exactly why I should come by your house. At a weak moment, you might end up with a weak agent and I intend for you to meet an agent who many for-sale-by-owners have decided to list with because I help them get what they want. When could I stop by and see you for about 15 minutes? I can look at your house and tell potential buyers about it. Would [Time] be okay, or would [Time] be better?

SCRIPT 4:

Hello, and thank you for taking my call. This is [Agent's Name] with the United Home Group and I am calling so I know all about the houses on the market, not just the ones in the Multiple Listing Service.

I'd like to ask you just a few quick questions, if I may. (Not a question)

- *May I ask where you are moving to?*
- *How soon do you need to be there?*



- *What price are you asking for your house/property?*
- *How did you choose that price?*
- *How long have you been trying to... SELL YOUR HOUSE... by yourself?*
- *Are you willing to... DROP YOUR PRICE... when working with a buyer? (See Problem Presentation for details on why this may happen)*
- *What type of marketing are you using to... SELL YOUR HOUSE?*
- *Are you aware of all the marketing techniques I use to get your house sold?*
- *Great. I could come by and show you at [Time], or would [Time] be better? That way I can share with you ideas that may help... SELL YOUR HOUSE.*

BONUS PHRASES

- *Luckily I called you today so I could share with you how I get houses sold. When I come by, I could show you my marketing techniques and see if they work for you.*
- *Undoubtedly you are sensing that a top agent, like myself, may be just what you need to... SELL YOUR HOUSE... in today's market. Aren't you?*
- *Let me ask you: Why would a buyer buy directly from you when an agent does not cost them any money, unless it was a great deal?*
- *If I could show you a way that you could... NET MORE MONEY... by doing business with me, would you do so?*



THE PROBLEM PRESENTATION

NOTE: YOU WILL ASK MANY OF THE SAME QUESTIONS DURING THE P.P., AT THE BEGINNING, THAT YOU DID ON THE PHONE. THE P.P. IS ABOUT GETTING THE SELLER TO REALIZE THEY HAVE A PROBLEM AND TO SET A LISTING PRESENTATION APPOINTMENT WITH THEM.

SCRIPT 1:

[Seller's Name], how many buyers have viewed the home? Great.

And how many offers have you received? Wow.

And why have you not accepted one yet? (Most likely due to them being investors and "low-ball")

[Seller's Name], may I tell you about the four types of buyers?

- 1. "Serious and in a hurry". They may be moving to the area and have three days to find a home. Or maybe they just sold their house and need to get into another or they will lose their contract.*
- 2. "Serious and not in a hurry". They can qualify; they may be a first-time home buyer proceeding cautiously, or they may be looking for that special home. Most first-time home buyers who are proceeding cautiously want someone to hold their hand, right?*
- 3. "Investors". They want to buy everything 10 cents on the dollar. I bet some have called you already; did they ask you how much you would come down? I have had to help many for-sale-by-owners with that.*
- 4. "Looky-Loo's". I really shouldn't call them buyers. They cannot qualify. Agents won't put them in their car, so they go out and prey on open houses and for-sale-by-owners, wasting a lot of their time.*

When I think about the four types, the first type, serious and in a hurry, do you think they are going to be out with an agent looking at everything they can to find the best house for them, or are they going to be in a rental car trying to find for-sale-by-owners?

Secondly, if you are a serious buyer who wants to proceed cautiously and have someone hold your hand, are you going to be out looking on your own, or are you going to be looking with an agent?

And if you want to buy homes 10 cents on the dollar, are you going to call an agent or are you going to call a for-sale-by-owner.

And if you are a Looky-Loo, who cares, right?



SCRIPT 2:

[Seller's Name], I am here to help you and we have been able to get for-sale-by-owners more month than almost any other agent in [Area], and do you know why? Because I have studied and I know what the market is doing.

There is another reason you can... MAKE MORE MONEY... by doing business with me. Have you ever bought something from a store where a salesperson helped you? Did you expect to pay a fair price? You expected to pay a fair price because a salesperson was involved.

Now let's say you bought that item. It's nice and you never use it. You have the receipt; it is still in its original packaging. You put it up for sale online or at a garage sale. Do you expect to get the same price as at the store?

No? Why not? Because no salesperson was involved. Anytime people buy directly from an owner, they expect to pay less! We just cannot change that.

Let's say you put that same item in an auction and I could get a couple of bidders. What do you think would happen? Would the price go up or down?

Up, right? Do you think it could even go for more than the store's asking price? It could, couldn't it?

You see, most agents do the "3 P's" of real estate. They put a sign in the yard, place it on the Multiple Listing Service, and pray someone else sells it. I do the "4th and 5th P's". We proactively look for buyers for our sellers and we price watch daily. If we are out there constantly looking for all sorts of buyers and we find a couple, or more, what would happen to the price?

And even if I didn't find two, and I find one, wouldn't that get you where you want to be in [Their Time Frame]? And that is what you want, right? I am just curious, what is the single greatest advantage you have in selling your house yourself?

What is the single greatest advantage the buyer has from buying from you? To save the commission you hope to save.

What is the biggest disadvantage you have in selling your house yourself?

You know, we have gotten more people more money in less time with fewer hassles, and that sounds like something you would be interested in. Don't you think we should talk?



EXPIRED LISTING

START EACH CALL WITH THIS SCRIPT:

Hello, thank you for taking my call. This is _____ with the United Home Group. I am certain that by now you know your house has shown up as an expired listing on our Multiple Listing Service, and undoubtedly I am calling to see when you plan to... HIRE THE RIGHT AGENT... for the job to... SELL YOUR HOUSE.

OR

Hello, thank you for taking my call. This is _____ with the United Home Group. Your house has shown up on our Multiple Listing Service as an expired listing. Since I specialize in selling houses that did not sell the first time, I was wondering when we could... GET TOGETHER... for 15 minutes so I could show you how I... GET HOUSES SOLD.

OR

Hi, this is _____ with the United Home Group. I am calling about your property/house/condo at 123 Main Street. I see that it came off the market and I just wanted to follow up to see if you ever sold that property/house/condo.

IF "NO", THEY WILL EITHER GIVE YOU AN OBJECTION, OR YOU CAN GO RIGHT INTO THE FOLLOWING:

Gosh, I am sorry to hear that and that is exactly why we should meet. You see, I specialize in selling houses that did not sell the first time, so when could we... GET TOGETHER... for 15 minutes so I could show you how I... GET HOUSES SOLD.



EXPIRED LISTING – OBJECTION HANDLERS

OBJECTION 1: I'M GOING TO STAY WITH THE SAME AGENT

That's great, and what I am hearing is you feel obligated to use your last agent since they have invested a lot of time and money in your house, right? Well, Mr. / Mrs. Seller, you don't owe me anything and you don't really owe them anything, though you do owe yourself the very best. It certainly would not hurt to hear what I do to...GET HOUSES SOLD...would it?

OR

I understand, and let me ask you a question. IF you stay with the same agent, what are they going to do this time that they didn't do last time? I hope you do not take this the wrong way, as I actually heard it from one of my clients. Albert Einstein said that doing the same thing and expecting different results is the definition of insanity.

OBJECTION 2: I'M GOING TO SELL IT MYSELF (FSBO)

After what you've been through, I understand. You know, Mr. / Mrs. Seller, you are generally better off to sell it yourself than to be with an agent who doesn't understand the market.

OR

I can appreciate that, and what I sense is you want to make sure you get the best possible agent for the job of selling your house. What are you looking for in an agent?

OBJECTION 3: I'M TAKING IT OFF THE MARKET – WE'VE DECIDED TO STAY

I see. Just out of curiosity, if you did sell, where were you moving to? WOW! Why was that important? What would that do for you if you had moved? If I could show you a way to make that happen, would you be interested? You see, I specialize in selling houses that did not sell the first time. Even the best houses don't sell the first time, and it just takes a new approach and new ideas like I use to... GET HOUSES SOLD... When could I stop by and spend 15 minutes with you and show you why so many homeowners... CHOOSE ME... to sell their house?

OR

Mr. / Mrs. Seller, if a contract were presented to you tomorrow, would you still sell? Great, so there is some desire to move, right? You know, Mr. / Mrs. Seller, I specialize in houses that are great, yet didn't sell the first time for various reasons. Let me ask you:

Why do you think your house didn't sell? What will you look for in the next agent you choose? Let's do this- I'll drop by and look at your house, that way you can... MEET ME... so at a weak



moment you don't end up with a weak agent. After all, you don't want to put it back on the market later to have it sit for another [6] months, do you?

OR

Mr. / Mrs. Seller, if I could... SELL YOUR HOUSE... in 30 days and net you what you need, would that pose a problem for you? That is exactly why we need to... SET AN APPOINTMENT. Will [Day] at [Time] or [Day] at [Time] work better for you?

OBJECTION 4: I HAVE ALREADY FOUND ANOTHER AGENT

Have you signed a contract already? (If yes, then wish them well. If no, keep going.)

Great. I would like to apply for the job to... SELL YOUR HOUSE... After all, I specialize in houses that did not sell the first time. You know, sometimes even the best houses don't sell the first time around. (If they feel obligated to the other agent.) I understand and what I am sensing is you want to make sure you are doing the right thing. Correct?

Excellent. You know, if you have to go to a doctor because you had an illness and you found out it involved surgery, would you want another opinion? I know this isn't surgery and yet it is financial surgery on your house. Let's meet for about 20 minutes and you will see why so many people decide to... HIRE ME... over other agents. Mr. / Mrs. Seller, if you actually felt you could get more money and a quicker sell, would you interview me? When can we... GET TOGETHER... at [Time], or would [Time] be better?

OBJECTION 5: WHERE WERE YOU WHEN MY HOUSE WAS ON THE MARKET?

Great question! In order to sell a house once, you need to sell it twice. May I explain? Agents sell the house to other agents and they sell it to their clients, and quite frankly, your agent never sold it to me. That is one of the things I do best. I expose your house to all the agents in the area and make calls daily to find the buyer for your house. That is what you want, right- an agent that will actively look for buyers for your house? Let me come by and show you how I look for buyers for your house as well as how I expose your house to the agents so they are familiar with what your house has to offer.



PREQUALIFYING LISTING APPOINTMENTS

NOTE: DO THIS FOR ALL APPOINTMENTS!

Hi, this is [Agent's Name] with the United Home Group. I am calling to confirm our appointment on [Day], [Date] at [Time]. I am excited to meet with you and share how I will be able to... HELP YOU... Does that time still work for you?

Before I come out to your house, there are a couple of questions I need to ask you so I am fully prepared and able to save you time. Do you have a few minutes right now?

Great!

If what I say makes sense and you... FEEL COMFORTABLE... and confident that I can... SELL YOUR HOUSE... are you planning to... LIST YOUR HOUSE WITH ME... when I come out on [Day]? Fantastic!

- 1. Do you plan on interviewing more than one agent for the job to... SELL YOUR HOUSE?*
- 2. Tell me again – where are you moving to?*
- 3. How soon do you need to be there? If I... SELL YOUR HOUSE... in the next 30 days, would that pose a problem for you?*
- 4. What would happen if your house did NOT sell?*
- 5. When I see you, how much do you want to... LIST YOUR HOUSE... for realistically? As a professional real estate agent, I study houses and prices every day. Therefore, I assume you'll... LIST WITH ME... at the price that will cause it to sell, correct?*
- 6. So, what's the price you will not go below?*
- 7. How much do you owe on the property?*
- 8. Have you ever thought about selling it yourself?*
- 9. Will you help finance the house for the buyer or do you need your cash you?*
- 10. Are you going to... PURCHASE ANOTHER HOME...? Do you need the money from this house to buy the next home?*
- 11. Are you current on your house payments?*
 - If they are not, tell them you work with many people that are behind in payments and it is happening more and more. "I am very skilled at accomplishing the transaction and working with your bank on what we call a short sale. I would be happy to go over how this works when I see you on [Day]."*



PAST CLIENT REFERRAL REQUEST

SCRIPT:

Hello, [Seller's Name]! This is [Agent's Name] with the United Home Group. Do you have a moment?

You know, I so enjoyed working with you and [Co-Seller's Name] when you sold your house/property and frankly, I was thinking, since you recently sold your house/property, you must be hearing about others who are thinking about selling their (Next, 1st, Investment, Move-Up, etc. – be specific to what this client sold) home/property. Do you know of someone?

Thanks for taking a moment to think about helping me.

I have a lofty goal this year and I would love to work with more clients like you, so when you hear of someone, could you... CALL ME RIGHT AWAY...? Would that be okay?

YES

Great, thank you! And please... CALL ME ... and I will contact them right away. If they are... LIKE ME... they could lose the paper that they wrote my name and phone number down on and at a weak moment they could end up with a weak agent. I don't want that to happen to them, especially in this market. You'll... CALL ME... right?

YES

Thank you! Tell [Co-Seller's Name] hello for me!



HOLIDAY OBJECTION

NOTE: THE PROSPECTIVE SELLERS HAVE ALREADY TOLD YOU THEY WOULD PREFER NOT TO SELL DURING THE HOLIDAY SEASON FOR ANY ONE OF MANY POTENTIAL REASONS.

[Seller's Name], I completely understand that you may want to wait and I would like to share something with you that has worked beautifully for my other clients who feel like you do. Would that be okay?

First, if the perfect buyer were looking for a home in the next [time period before the holiday] and they were willing to pay full price and wait to take possession until after the holidays, you would want to see that offer, wouldn't you? Of course, you would.

Also, I am sure that you have heard that [Pain of Waiting/Reason Not to Wait]. Do you think it would be best to wait and potentially miss that great offer, or take the perfect offer now, should it present itself? Which would be best for you?

Great! I completely agree!

So, here is my suggestion- a split shift listing. Let's schedule 15-20 minutes for me to come by and show you how this has worked so well for my clients to... SELL THEIR HOUSE... and remove as much of the stress and inconvenience as possible.

NOTE: A SPLIT-SHIFT LISTING ENTAILS THE FOLLOWING:

1. Signing a listing agreement now and putting the home on the market now.
2. If no offers are received by a specific time, the home is TEMPORARILY pulled from the market and place back on the market at a specified time in the future (after the holidays, typically).
3. As the next "On the market" date approaches, you schedule time to get back together and review the market statistics and determine if a new price is needed.

BUYER

SCRIPTS



NEW INTERNET LEAD

Hi [Lead's Name], this is [Agent's Name] with the United Home Group of [Area]. I am calling because I noticed you registered on my home search website, UnitedHomeGroup.com, and I wanted to thank you for choosing us.

How soon do you need to... BUY A HOME?

Our property search website is the best way to find [Property Type] that are available on the market today. I noticed you were looking in [Area] with prices around [Price Range]. Am I correct in assuming that this is your desired area?

Are there any specific property features that you are interested in? (Beds, baths, size, pool, etc.)

Great, I am going to send you a list of homes that match your goal for your next home. Is the email address [Lead's Email Address] the best place to send these?

Fantastic, I will continue to keep you updated when anything hits the market that fits your needs.

Let me ask you, how long have you been looking for a home?

Have you seen anything you like?

What is your ideal timeframe for buying your next home?

And will you be paying cash, or will you be financing the purchase? Have you received a pre-approval from a lender?

Well, it sounds like we should meet. I would like to schedule 20 or so minutes together to get a more in-depth focus on what you are looking for, as well as educate you on what the market is doing and how this process will go.

I am looking at my calendar and I have some time on [Day] at [Time] or [Day] at [Time]. Which one of those works best for you?



LPMAMA

1. LOCATION — Where Do They Want to Live?

The home you called on is located in the _____ neighborhood. Is that the area you are looking to buy in?

IF YES: Great! What is it that you like about that area?

IF NO: Great! What other areas are you looking to buy in? Just out of curiosity, what is it that you like about those areas?

2. PRICE — How Much Can They Afford?

The home you called on is listed at \$_____. Is that the price range you are looking to buy in?

IF YES: Okay, great! How did you come up with that price range?

IF NO: So, what price range are you more comfortable buying in? Just out of curiosity, how did you come up with that price range?

3. MOTIVATION — When Can They Move In?

Just out of curiosity, do you currently rent or own your home?

OWN: Will you need to sell your home before you buy a new one? Great! Is your home currently on the market? Ideally, when would you like to be in your new home?

RENT: So, are you in a long-term lease, or are you month-to-month? Great! If you found the perfect home today, would you be able to get out of your lease early?

IF YES: Wonderful! Ideally, when would you like to be in your new home?

IF NO: Okay, great, when is your lease up?

4. AGENT — Have They Signed a Buyer Representation Agreement with Another Agent?

By the way, how long have you been looking for a new home? Good. How many homes have you seen the inside of? Excellent! Just out of curiosity, how have you been seeing homes? Are you going to open houses, knocking on doors, or having an agent show you?

IF AGENT: Okay, great! Are you calling signs and having the listing agent show you the homes, or do you have an exclusive agreement with an agent? Okay, so you're not working with one agent exclusively yet?



5. MORTGAGE — Have They Been Pre-Approved? By the way, when you buy your home, will you be paying cash, or will you need a mortgage?

IF MORTGAGE: *Great! Have you spoken to a lender about getting pre-qualified for a loan?*

IF YES: *Wonderful! Who are you pre-approved with? So you already have the pre-approval letter, right?*

IF NO: *Great. I highly recommend doing that. Many sellers won't even consider an offer from a buyer that's not already pre-approved. I am going to have one of my preferred lenders give you a call. They are great at explaining the entire loan process and let you know exactly how much house you can afford, even if you decide not to use them to obtain your loan. What would be the best number to reach you?*

6. APPOINTMENT — Close for the Appointment.

Based on the information you have given me, here is what I recommend we do: Let's meet as soon as possible to go over the home buying process, do a complete market overview of the areas you're looking to buy in, get you inside the home on _____, and look at some other homes that meet your criteria. Do weekend or week days work best for you? Mornings, Afternoons, or Evenings? Great!!! I am available _____ at _____; or _____ at _____. Perfect! Do you have something to write my address with? Great (give them your address), I am going to send you an email with all my information, my office address, and some homes that might meet your criteria, what is the email address that you most frequently check? Great! I am looking forward to meeting you on _____. Have a great day.

NOTE: WHEN APPROPRIATE ASK: BY THE WAY, I NEVER CAUGHT YOUR NAME. THANKS, AND ARE THERE ANY OTHERS THAT WILL BE INVOLVED IN THE DECISION MAKING?



FOR SALE BY OWNER (FSBO)

NOTE: WHEN THE SELLER ASKS YOU QUESTIONS ABOUT SELLING THEIR HOUSE, REPLY WITH “WELL, YOU SEE, I SPECIALIZE IN HELPING BUYERS FIND AND PURCHASE HOMES. I WORK WITH A TOP LISTING AGENT IN THE AREA AND WOULD BE HAPPY TO REFER YOU TO THEM IF YOU WOULD LIKE TO DISCUSS HOW THEY CAN... GET YOUR HOUSE SOLD.”

SCRIPT 1:

Hello, may I speak with [Seller's Name] OR [The Owner of Address], please?

Hi, thank you for taking my call. This is [Agent's Name] with the United Home Group and I am sure you have had several agents call you trying to list your house. I am not calling for that purpose. You see, I am a Buyer Specialist, meaning all I do is work with buyers. In fact, 100% of my time is spent helping buyers find the right home. So, let me ask you, where do you plan on moving?

WHATEVER THEY SAY

Fantastic. Well, I like to keep my finger on the pulse of the market by knowing the inventory in the area I specialize in. I'd like to simply... SCHEDULE AN APPOINTMENT... to preview your house, so that I can compare your house's features with the buyers I am currently working with and, ideally, help get your house sold. When would be a convenient time for me to preview your house? Are weekdays or weekends better?

By the way, if I were to bring you an offer from one of my buyers that is acceptable to you, would you accept that offer?

IF FSBO HAS NOT YET PURCHASED ANOTHER HOME

When I stop by on [Day] at [Time], I would like to bring a list of properties that match the criteria of the home that you are looking for. So, tell me, what part of town are you most interested in? What style of home are you after? How many beds, baths...?

SCRIPT 2:

Hello, and thank you for taking my call. I am [Agent's Name] with the United Home Group. Before you think I am calling to... LIST YOUR HOUSE... let me tell you that I spend 100% of my time working with buyers. So my question is: Since I choose to know all the properties on the market, not just the ones in the Multiple Listing Service, I was wondering if I can ask a few questions.

After you... SELL YOUR HOUSE... where do you plan on moving to?



IF THEY HAVE ALREADY FOUND A HOME, ASK IF THEY ARE IN NEED OF A GREAT AGENT TO SELL THEIR HOUSE

*Once again, I do not list houses, though I do work with one of the top listing agents; that is why I joined their team. I could talk with him/her and ask them if they would spend some time with you on how to get your house sold in today's market. When could they come by and share some of their marketing techniques? I could see if they could make it **[Day] at [Time]** or **[Day or Time]**.*

IF THEY HAVE NOT FOUND A HOME

If everything worked out the way you planned, when would you like the move to take place?

Fantastic.

I would like to view your property, if I may, so I could tell potential buyers about it. Also, I may have some properties that would be just right for you. Are you currently contracted with an agent to help you purchase your next home?

Terrific.

Would you be offended if I took some notes on what you are currently looking for? When I come by to view your property, I will bring some addresses and pictures of homes that might interest you. And because I actively look for homes that may not be readily available to everyone, I may find one that you love that no other agent will have for you.



SIGN CALL

MASTER THE FIRST FIVE (5) SECONDS OF THE CALL

Lead: *"I'm calling on 123 Main Street. How much is it?"*

You: *"Oh, that's a great property; everyone is calling in on that one – so you're looking to...BUY A HOME?"*

Lead: *"Yes", "Just looking", "Not sure"*

You: *"Fantastic...While I look that information up for you, tell me, what price range do you...FEEL COMFORTABLE...with?"*

EITHER:

"Oh, that property you've called on is just a bit out of your desired price range. It is listed at \$_____ and I have [three] other properties right here in front of me that are listed between \$_____ and \$_____ that if you...FEEL MORE COMFORTABLE...with I'd love to tell you about. So, tell me, which area or areas are you most interested in?"

OR,

"Great! This property is right within your desired price range. I also have [three] other properties right here in front of me that are listed between \$_____ and \$_____ that may be of interest to you. So, tell me, which areas or areas are you most interested in?"

USE TRANSITIONS

- *Oh, that's a great property; everyone is calling on that one – so you're looking to...BUY A HOME?*
- *Oh, you must be another one of the neighbors!*
- *While I look that up, tell me, what attracted you to this home?*
- *Fantastic! Are you looking to buy just one home?*
- *Great! What is it about the area that is most important to you?*

GAIN CONTROL

- *May I have your name, please?*
- *With whom am I speaking?*
- *Do you live in the area? (If not) Is this your first visit to our city?*
- *Where do you live now?*
- *How long have you lived there?*
- *Do you own your own home or are you renting?*



- *Will it be necessary to (sell your home/finish your lease period) before you buy your next home?*
- *How much do you believe you will realize from the sale of your home, approximately? (Set appointment to provide a market analysis for them. You can have your listing specialist on the team help with this and take the appointment)*
- *Would this home be just for you?*
- *How soon were you thinking about making a move when we find you the right home?*
- *How long will you have to see homes (today)?*
- *Where are you employed?*
- *How long have you been employed there?*
- *What is your position?*
- *Would you describe your present home for me? What do you like best?*
- *If we find the right home for you today, would you be in a position to proceed?"*

QUALIFY

- *Are you paying cash or obtaining financing?*
- *Do you have to sell your existing house before buying your next?*
- *How long have you been looking for a home?*
- *Have you seen anything you liked? (If yes) What prevented you from buying?*
- *Tell me about the home you will buy.*
- *I assume you are calling me directly because you are not working with an agent.*
- *I want my motivation to match your motivation. Does that make sense? So I know how best to follow up with you, tell me, on a scale of 1-10, with 10 meaning you must purchase a home today and 1 meaning you are just curious, how would you rate yourself?*
- *If the prospect is vague, ask at least three more questions about the topic to get full clarity.*
For example:
 - *What does a large lot mean to you?*
 - *So is it privacy that you are after or do you need a large lot for a specific purpose?*
 - *What I hear you saying is that privacy is most important to you. So, if I found you a home that backs up to open space, would that work for you?*



PAST CLIENT REFERRAL REQUEST

Hello, [Buyer's Name]! This is [Agent's Name] with the United Home Group. Do you have a moment?

I hope you are enjoying your home! You know, I so enjoyed working with you and [Co-Buyer's Name] when you purchased your home and frankly, I was thinking, since you recently purchased your home, you must be hearing about others who are thinking about buying their (Next, 1st, Investment, Move-Up, etc. – be specific to what this client purchased) home/property. Do you know of someone?

Thanks for taking a moment to think about helping me.

I have a lofty goal this year and I would love to work with more clients like you, so when you hear of someone, could you... CALL ME RIGHT AWAY...? Would that be okay?

YES

Great, thank you! And please... CALL ME ... and I will contact them right away. If they are... LIKE ME... they could lose the paper that they wrote my name and phone number down on and at a weak moment they could end up with a weak agent. I don't want that to happen to them, especially in this market. You'll... CALL ME... right?

YES

Thank you! Tell [Co-Buyer's Name] hello for me!

NOTE: WHEN CALLING A REFERRAL, ALWAYS REFERENCE THE PERSON WHO TOLD YOU TO CALL.

SOI / REFERRAL --- SCRIPTS



MONTHLY REFERRAL CALL

FIRST CALL:

Hi, [Contact's Name]? This is [Agent's Name] from the United Home Group. I am calling you because I am working on building my business. In the process of doing that, I will probably need the support of some of the people I know best. Would it be all right if I contacted you from time to time to see if you know of anyone that may need my help?

Great, I appreciate that. I'm curious; who do you know right now that may be the next person interested in... BUYING A HOME... SELLING A HOME... OR INVESTING IN REAL ESTATE... over the next few months?

IF THEY PROVIDE A NAME

Fantastic, would you mind giving me their number so I can call them right away?

IF THEY DO NOT HAVE ANYONE

Well, thanks for thinking about it. Would you do me a big favor and ask around the [Office, School, Club, Etc.] to see who might be in need of some assistance?

That would be terrific! And if I do not talk with you by next month, I will give you a call back then.

Thank you so much!

SECOND CALL:

Hi, this is [Agent's Name] with the United Home Group. How are you?!

I'm calling to follow-up to see if any of your friends or family are interested in buying or selling real estate in the next few months. Who do you know that might be the next to move?

You know, I am working hard to build my business and I really appreciate the fact that you took the time to ask around for me. Would you be on the lookout for me when you are out and about?

Thanks again and if it's okay, I will check back with you next month.



THIRD CALL:

NOTE: HAVE A NEW LISTING (YOURS, YOUR TEAM'S, OR YOUR OFFICE'S) IN FRONT OF YOU WHEN YOU CALL.

Hi, it's [Agent's Name] with the United Home Group. Yes, that's right, it's me again.

I am calling because I am very excited about a new listing we have in our office. It is a fantastic home and I'm excited about finding a buyer for it. It is [Home/Location Details].

Who do you know that may be interested?

IF THEY HAVE SOMEONE

Great! Would you mind giving me their number so I can call them right away?

IF THEY DO NOT HAVE ANYONE

Well, that's okay. I would love to send you the info just in case you run across someone that may be looking. And if you think of someone, would you give me a call?

Thanks! Aside from this particular listing, I am always interested in any new referrals. Of all the people you know, who would be the next to move?

I appreciate your time and if it's okay, I will give you a call next month. In the meantime, when you hear of someone would you call me right away?

Thanks again!

REPEAT, REPEAT, REPEAT



REFERRAL COMPETITION

Hello, [Contact's Name]! This is [Agent's Name] with the United Home Group.

Do you have two minutes to... HELP ME... with a problem?

I am taking a great class today and we are having a competition. I need to get at least ten referrals in the next month in order to win. I was just curious, who do you know from [work, school, church, etc.] who is wants to... BUY A HOME... SELL A HOME... OR INVEST IN REAL ESTATE... that I could call today?

Great! Thanks for taking a moment to think about that!

IF YES

Would you mind giving me their name and number so I can call the right away?

IF NO

Who do you know who might know of someone who wants to... BUY A HOME... SELL A HOME... OR INVEST IN REAL ESTATE... that I could call today?

IF YES OR NO

*And if you think of anyone in the next month, can I count on you to... CALL ME... immediately?
Thank you!*



REFERRAL FOLLOW UP

NOTE: WHEN CALLING A REFERRAL, ALWAYS REFERENCE THE PERSON WHO TOLD YOU TO CALL.

Pretend you are calling a dear friend, your mother, or best friend. Start treating people like they are your best friend and relationships will just happen.

SCRIPT 1:

Hello, [Contact's Name]! This is [Agent's Name] with the United Home Group.

[Referrer's Name] gave me your number and asked me to call. He/She said you are thinking about... [buying a home, making a move]. [Referrer's name], who is a [past client, friend of mine, or we go way back], asked me to call you because he/she said you need [real estate service], and I'm calling to see how I may best help.

SCRIPT 2:

Hello, [Contact's Name]! This is [Agent's Name] with the United Home Group. [Referrer's Name] gave me your number and asked me to give you a call regarding your real estate needs.

I am a real estate agent here in [City Name] and [Referrer's Name] said you were looking for a great agent to help you achieve your goal of [buying a home, selling your house, moving, etc.].

Are you still in need of real estate help? [Referrer's Name] was afraid that at a weak moment you could end up with a weak agent and that's why they asked for me to call you.

How may I best help at this time?



EXISTING CLIENT REFERRAL REQUEST

SCRIPT 1:

[Client's Name], the majority of my business comes by word-of-mouth from my clients. It's how I prefer to run my business. So, if you know anyone that is looking to buy or sell a home this year, would you mind referring them to me?

SCRIPT 2:

[Client's Name], I want to work with more clients like you, and I find that people looking to move know others in the same position. How would you feel about referring my services to them?

SCRIPT 3:

[Client's Name], it's been really great working with you thus far, and I feel really grateful to Jane for introducing you to me. If it wasn't for her, I would've never met you. So I just wanted to take the time to ask you if you know anyone else that is looking to buy or sell a home, and if you would feel comfortable introducing them to me?

SCRIPT 4:

[Client's Name], who else do you know that needs to move right now?

SCRIPT 5:

[Client's Name], you are so great to work with, and I find that people typically hang around similar people. I would love to work with more people like you, so do you know anyone looking to move in the near future?

SCRIPT 6:

[Client's Name], because you are in the process of moving right now, you will overhear a lot of conversations from different people looking to move when you are out and about. When you do, would you mind giving them my phone number and ask them to call me?

GENERAL

SCRIPTS



OPEN HOUSE CALL AROUND

Hi, this is [Agent's Name] with the United Home Group. Your neighbor's home at [Address] is for sale and we are holding a special open house on [Day] at [Time]. Since we know that the ultimate purchaser of a home is often a friend, family member or acquaintance of someone that already lives in the same neighborhood, we are inviting the entire neighborhood to come by to take a look.

So, if you happen to know or meet someone looking to move into your community, this is a great way for you to hand-pick your own neighbors! Do you think you can swing by?

IF YES

Great! And since we are doing everything we can to get your neighbor's home sold, I promised my seller that I'd ask: Do you know anyone looking to buy or sell a home in the area?

IF NO

No problem, I totally understand. And since we are doing everything we can to get your neighbor's home sold, I promised my seller that I'd ask: Do you know anyone looking to buy or sell a home in the near future?

And by the way, it's my intent to specialize & focus my practice in this neighborhood. So, I'm providing all of the homeowners a complimentary home value analysis in the hope that they might consider interviewing me when and if they ever decide to sell their home in the future. Would knowing your home's current value be of any benefit to you?"

IF THEY ARE HESITANT OR SAY NO

I see, and I want to assure you that there would be absolutely no obligation on your part. Again, this is a courtesy service that I am providing to all your neighbors with the hope that if you decided to sell 5, 10 or 20 years down the road, you would consider interviewing me for the job. I would also never want you to straighten up your home just for me. I'm a Realtor and we're very used to viewing homes long before they're ready to show. I assure you it won't affect the value at all, and I'll be in and out in minutes. How does that sound?

IF YES

Great! Would [Time] or [Time] tomorrow work better for you?



IF NO

No problem, consider this a standing offer, so feel free to contact me if you are ever curious about your home's current value. In the meantime, can I count on you to let me know if you bump into anyone looking to move into the area so that we can get your neighbor's home sold?

Great! I truly appreciate your time and help.



OPEN HOUSE – INVITE YOUR DATABASE

SCRIPT:

Hello, [Lead Name]! This is [Agent's Name] with the United Home Group.

This is just a quick call to invite you to an open house in [Area]. I know that you live close to that neighborhood and I would love to see you!

I understand you are probably not in the market to... BUY A HOME... yet I will be there from [Time] to [Time] on [Day]. Do you think you can make it?

And if you know of anyone that may be looking in the area, would you do me a favor and extend the invite to them? In fact, I would be happy to call them myself. Can you think of anyone right now?

Thanks for thinking about that and I hope to see you/talk to you soon!



OPEN HOUSE – DOOR KNOCKING

SCRIPTS:

Hi, this is [Agent's Name] with the United Home Group. Your neighbor's home at [Address] is for sale and we are holding a special open house on [Day] at [Time].

We promised the sellers we would let the neighborhood know and I wanted to let you know personally.

Do you happen to know of anyone that may be thinking about making a move into the neighborhood?

IF YES

Great! Would you mind giving me their number so I can call and invite them right away?

IF NO

No problem, I totally understand.

REGARDLESS

While I have you, do you know of anyone in the neighborhood that is thinking about making a move?

How about yourself, have you thought of making a move in the near future?

And by the way, it's my intent to specialize & focus my practice in this neighborhood. So, I'm providing all the homeowners with a complimentary home value analysis in the hope that they might consider interviewing me when and if they ever decide to sell their home in the future. Would knowing your home's current value be of any benefit to you?

IF THEY ARE HESITANT OR SAY NO

I see, and I want to assure you that there would be absolutely no obligation on your part. Again, this is a courtesy service that I am providing to all your neighbors with the hope that if you decided to sell 5, 10 or 20 years down the road, you would consider interviewing me for the job. I would also never want you to straighten up your home just for me. I'm a Realtor and we're very used to viewing homes long before they're ready to show. I assure you it won't affect the value at all, and I'll be in and out in minutes. How does that sound?



IF YES

Great! Would [Time] or [Time] on [Day] work better for you?

IF NO

No problem, consider this a standing offer, so feel free to contact me if you are ever curious about your home's current value. In the meantime, can I count on you to let me know if you bump into anyone looking to move into the area so that we can get your neighbor's home sold?

Great! I truly appreciate your time and help.



OPEN HOUSE— AT THE EVENT

SCRIPT 1:

Hello! Thanks for stopping by! My name is [Agent's Name] with the United Home Group.

May I ask you just one favor today? Great, thank you! I promised the seller I would do this with every visitor. After viewing the property, would you please just stop by and tell me two things?

- 1. What did you like most about the property?*
- 2. If you could, what would you change about the property?*

NOTE: WHEN THEY COME BACK, ENGAGE THEM WITH THE LPMAMA SCRIPT.

SCRIPT 2:

Hello! Thanks for stopping by! My name is [Agent's Name] with the United Home Group.

You know, typically people come to our open houses for one of two reasons.

- 1. They are thinking about buying.*
- 2. They are wondering what their home is worth.*

Which of those two would you happen to be?

NOTE: IF #1, ENGAGE THEM IN “LPMAMA SCRIPT” DIALOGUE AFTER ALLOWING THEM TO TOUR THE HOME AND PROVIDE FEEDBACK TO YOU. IF #2, ENGAGE THEM IN THE “OPEN HOUSE SCRIPT – CALL AROUND” DIALOGUE, SPECIFIC TO HOME VALUATIONS



GEOGRAPHIC FARMING

Hello, this is [Agent's Name] with the United Home Group.

Thanks for taking my call and I promise I will be brief. I specialize in helping buyers and seller in our area of [Subdivision Name].

I just wanted to let you know what is happening in [Subdivision Name]. (Provide them with some quick information about the school(s), stores, new construction, roads, or anything close by that may be of interest).

Also, I am conducting a quick survey for our newsletter to find out the three main reasons why people enjoy our area.

What do you like best about [Subdivision Name]? Anything else?

Is there anything you would like to see change in our area?

I have buyers for our area from time to time (or right now if you do) and I would like to know...

How did you happen to choose this area?

If you were to move, where would you go next?

Great, when might that be?

Thanks for taking a moment to help me and I'm curious, by chance do you know of anyone from the neighborhood or even elsewhere that is wanting to... SELL A HOME ... BUY A HOME ... or ... INVEST IN REAL ESTATE ... who is in need of a great agent?

IF YES

Great! Would you mind giving me their number so I can call them right away?

When I complete the survey I would like to send you the results as well as what is happening in home sales so you can track what your home is worth. I send this information via email. What is your email address?

Thanks again and I will send out the results along with the sales that are taking place in our area within the next month.

Keep my name in mind and, once again, this is [Agent's Name].



LEAD FOLLOW-UP

Hello, thanks for taking my call. May I please speak with [Lead's Name]? This is [Agent's Name] with the United Home Group.

ONCE YOU KNOW YOU ARE SPEAKING TO THE APPROPRIATE PERSON

We spoke [Time Frame] ago and at that time I promised I would call you back. And naturally, I am calling you back. When we last spoke you mentioned that you were planning to ... [Sell your House/Buy a Home]... because [Their Reason]. Are those still your plans?

IF YES

Great, when is the best time for us to get together? Do weekdays work best, or are weekends better?

IF NO

I am curious, what has changed since our last conversation?



JUST LISTED

NOTE: IF THE LISTING YOU ARE CALLING IS NOT YOURS OR UHG'S, CHANGE "I HAD QUITE A FEW BUYERS..." TO "THERE ARE STILL QUITE A FEW BUYERS LOOKING TO PURCHASE IN OUR AREA."

Hello, this is [Agent's Name] with the United Home Group. Thanks for taking my call and I promise I will be brief.

I wanted you to be one of the first to hear that the home located at [Address] just sold and if you are... LIKE ME... you like to keep on top of the prices of homes in your area.

It is [# of] bedrooms, [# of] bathrooms, and has a [#] car garage. It was listed at [\$\$\$].

I had quite a few buyers look at this home and are still looking to... BUY A HOME... so by chance do you know of a neighbor that is looking to... SELL A HOME?

Do you know of anyone that would like to... BUY A HOME... in our area?

Thanks for taking a moment to think about that.

IF YES

Great! Would you mind giving me their number so I can call them right away?

IF NO

Do you know of anyone that may know someone that is thinking about... BUYING A HOME,... SELLING A HOME,... OR INVESTING IN REAL ESTATE...?

IF YES OR NO

Thank you so much and can I count on you to... CALL ME RIGHT AWAY... if you hear of someone that could use my help?

(Provide your contact info and ask for their email)



JUST SOLD

Hello! Thanks for taking my call. My name is [Agent's Name] with the United Home Group.

*We just sold a home not too far from you and we were able to generate a lot of interest in the home through our marketing. There are a lot of buyers who really want to live in your area and we promised them we'd reach out to the neighbors to see, who do you know who is looking to...
SELL THEIR HOUSE?*

IF THEY GIVE YOU A NAME

Great! Would you mind giving me their number so I can call them right away?

And by the way, it's my intent to specialize & focus my practice in this neighborhood. So, I'm providing all the homeowners with a complimentary home value analysis in the hope that they might consider interviewing me when and if they ever decide to sell their home in the future. Would knowing your home's current value be of any benefit to you?

IF THE DO NOT GIVE YOU A NAME

No problem. Thanks for taking a moment to think about that.

And by the way, it's my intent to specialize & focus my practice in this neighborhood. So, I'm providing all the homeowners with a complimentary home value analysis in the hope that they might consider interviewing me when and if they ever decide to sell their home in the future. Would knowing your home's current value be of any benefit to you?

IF THEY ARE HESITANT OR SAY NO

I see, and I want to assure you that there would be absolutely no obligation on your part. Again, this is a courtesy service that I am providing to all your neighbors with the hope that if you decided to sell 5, 10 or 20 years down the road, you would consider interviewing me for the job. I would also never want you to straighten up your home just for me. I'm a Realtor and we're very used to viewing homes long before they're ready to show. I assure you it won't affect the value at all, and I'll be in and out in minutes. How does that sound?

IF YES

Great! Would [Time] or [Time] on [Day] work better for you?

IF NO

No problem, consider this a standing offer, so feel free to contact me if you are ever curious about your home's current value. In the meantime, can I count on you to let me know if you bump into anyone looking to move into the area so that we can get your neighbor's home sold?



Great! I truly appreciate your time and help.

Thank you so much and can I count on you to... CALL ME RIGHT AWAY... if you hear of someone that could use my help?

(Provide your contact info and ask for their email)



CREATE A CONVERSATION— INCOMING CALLS

NOTE: You will often receive phone calls from people who have received calls from us via the call center, your auto-dialer, or other sources. When you are unsure of the reason for the original call, or anytime someone contacts you stating they had received a call from you, use the following script to create a conversation and turn an unknown into a lead.

Thanks so much for the call back! This is [Agent's Name] with the United Home Group. I was calling to introduce myself.

I am your local real estate professional ("Realtor") and I just wanted to make sure you know that I am here as a resource for you.

What real estate needs may I help you with today?

IF NONE

Great! I appreciate your time and while I have you on the line, I could really use your help. I intend to earn the right to be your real estate professional of choice and would love the opportunity to show you why so many people... CHOOSE ME... to help them with their real estate needs. May I send you some information about myself and my team so you know who we are and what we do, just in case you ever need assistance?

Fantastic, what is the best email address for me to send that information to?

Thanks again!

One last thing- who do you know that may be looking to... BUY A HOME... SELL A HOME... OR INVEST IN REAL ESTATE... that I should be talking to today?

IF THEY GIVE YOU A NAME

Great! Would you mind giving me their number so I can call them right away?

IF THEY DO NOT GIVE YOU A NAME

I appreciate you taking a moment to think about that. When you do hear of someone, can I count on you to call me right away so that I can help them?

Again, thank you so much for your time and I look forward to talking to you again soon.