



PHONE ANIMAL

Circle Prospecting Script



Introduction:

“Hi, (first name)? “ (upswing on First Name)

“Hey (first name), this is (Your First Name) and I work with a local real estate team in the area.”

“How are you doing today?”

(Answer back, if they ask how you are)

“(First name), the reason for my call today is because there has been interest in your neighborhood and I’m wondering if you have thought of making the move in the next year?”

No: “Got it. Would that be something you’d consider doing a year or two from now?”

Or: “Has the thought of moving ever crossed your mind at any point?”

If Yes: Move to Motivation

If No: “Understood. Well, do appreciate your time today. We will update our records. Have a great day!”

Motivation:

“Well it seems like a great property...what has you thinking about making a move?”

“Besides (initial motivation) is there anything else that has you thinking about selling? (Repeat and affirm motivations)

Time Frame:

“Did you have a timeframe in mind for the move?”

If Range like “3-6 months” Given: “So (repeat range) got it. Now are you thinking more towards (month at beginning of range) or are you leaning more towards (month at end of range)?

If Time frame is past 6 months:

“Are there any circumstances that would cause you to potentially make the move sooner?”

Selling Opportunity:

“I’m assuming since you are not already listed, you’re not committed to a Realtor, correct?” (downswing)

If Not committed : Continue to Agent Value

If Committed: “Understood, have you signed paperwork with that agent?”

If Yes: “No problem. Well, it seems like you are already taken care of then. If we have buyers for the home when you do list, then we will be sure to bring them by. Have a great day!”

If No: “Well, don’t want to step on anyone’s toes, but let me ask you...If our company could provide you with a better experience while potentially netting you more money, would you give us the opportunity to interview for the job?”

If Yes: Continue

If No: “Okay no problem. If something does change do not hesitate to reach out to us we’d love to help. I hope you have a great rest of your day!”

Agent Value:

“Great, thank you for that information. Well like I said I do work for (Agent’s Name) and we are dedicated to providing the best client experience possible. We are experts in negotiations, experts in **THE** home selling process, and experts in making the move as easy as possible.”

The Close:

If Time frame is less than 6 months:

“(Lead Name), what seems to make the most sense based on our conversation and what a lot of our clients have liked in the past is for us to simply set an appointment for (Agent First Name) to come out to the property and do a listing consultation. The goal of this consultation is to do a walkthrough of the home, discuss the avenues we take to sell homes, review pricing, and lastly put a plan in place to make sure the home sale is a success.

If **(Agent First Name)** were to meet with you what works best weekdays or weekends? Mornings or afternoons?

“Great well I will relay all of this information to **(Agent First Name)** and they will be reaching out to lock down a time and day that works best for you both. I am also going to introduce you both via email as well.

“Just to confirm what is the best cell phone number to reach you on?”

“And what’s the best email for you?”

“Lastly can you confirm your full address for me?”

“Perfect well **(Agent Name)** will be reaching out soon and we look forward to helping you with your home sale! Any questions before I let you go?...**(let them answer)**...Have a great day!”

If timeframe is further than 6 months:

“Great, thank you for answering those questions. What past clients in very similar situations have really enjoyed, is for us to get them connected with **(Agent Name)** for a quick call just to begin the conversation. I definitely know your timeframe is further out but by connecting with **(Agent Name)** sooner rather than later it gives you a better chance at making this home sale a success. **(Agent Name)** has some availability in the next few days...do mornings or afternoons work best for a quick call?

“Awesome, well just to confirm this is the best number to reach you on, correct?”-

“And what’s the best email for you?”

“Lastly can you confirm your full address for me?”

“Well **(Lead first name)** thank you again for your time today. **(Agent First Name)** will be reaching out soon and we look forward to helping you with your home sale. Any questions before I let you go?...**(let them answer)**...Have a great day!