



PHONE ANIMAL

New Buyer Lead Script



Introduction:

“Hello, (Lead First Name)?”

“Hey (Lead First name), this is (Your Name) calling from (Agent’s Name) real estate team. How are you doing today?”

“I see you registered online to receive some more information about homes in the area so I just wanted to check in and see how your home search is coming along.”

Realtor:

“That’s good to hear, I’m assuming since you were just looking online that you are not currently working with a realtor correct?”

If Not working with Realtor: Continue to Motivation

If Working with Realtor: “No problem. Out of curiosity have you signed paperwork with that agent?”

If Yes: “Okay, well sounds like you are taken care of then. We will update our records here and we wish you the best of luck on your home search!”

If No: “Okay, well if my team could provide a better experience for you would you give us an opportunity to interview for the job?”

If Yes: Continue

If No: “No problem. We will go ahead and update our records and we wish you the best of luck on your home search!”

Motivation:

“If you don’t mind me asking, what has you thinking about buying a home, are you a first time home buyer?”

Additional Clarifying Questions if Not a first time home buyer

“Okay will you need to sell your current home to purchase this next property?”

“What specifically about ____ is important for you and your family?”

“Besides (initial motivation) is there anything else that has you thinking about buying a home?”

Repeat and affirm motivations

Timeframe:

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

If first time home buyer:

“Out of curiosity what is important about that timeframe for you...is that when your lease is up?”

If Already Homeowner:

“What about that timeframe is important to you?”

(If time frame further than 3 months) “If the right home came up before (timeframe given) would you see yourself making a move on it or would you need to wait until you are closer to (timeframe)”?

Agent Value:

“Great thank you for that information. Well like I said I do work for (Agent Name) and we are dedicated to providing the best client experience possible. We are experts in negotiations, experts in the home buying process, and experts in making the transition as smooth as possible.”

Criteria:

“We’d love to get an idea of what you are looking for in a home so we know what’s important to you, is there a specific area of town you were wanting to be in?”

“How many bedrooms and bathrooms were you thinking about?”

“Did you have a square footage in mind?”

“Any important interior or exterior features that you were hoping to have?”

“Lastly Is there a price range you had in mind?”

Pre-approval:

“Thank you for that information..out of curiosity how did you come up with that price...is that what you were pre-approved for?”

Already approved: “That is great to hear that you took that first step! What were you pre-approved for?” (notate then continue)

Not approved: “Well getting a pre-approval will give you a price range to stay within and let you know exactly how your monthly payments would look with that price range, so it is definitely something you want to get and (Agent First Name) can help guide you to the right lender.”

The Close:

If Time frame is less than 6 months:

“Great, thank you for answering those questions. What past clients in very similar situations as yours have really enjoyed is for us to simply set an appointment with for an in-person buyer’s consultation. The goal of this consultation is for them to review the home buying process in detail with you, get home searches set up based on what you are looking for, and lastly put a plan in place to make sure your home purchase is a success. For a 30-45 minute consultation like that, when is typically best for you, 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. Does all that sound good?”

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

“And what’s the best email for you?”

“Perfect well (Agent Name) will be reaching out soon and we look forward to helping you with your home search!”

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 purchase a success. (Agent First Name) has some availability in the next few days...do mornings or afternoons work best for a quick call?

“Perfect we will reach out then. (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 purchase!”