



PREAPPROVAL SCRIPT:

(Buyer name), it's important that you are preapproved for a loan before you begin your home search. Preapproval is a lender's determination of how much money you will be eligible to borrow.

There are benefits to knowing up front how much you can borrow; we'll save time by shopping in your price range and when you find the home you love you'll be able to take action. Also, when we find the right home, we may be competing with other buyers. Sellers are more likely to accept an offer from a preapproved buyer. I have a list of lenders that can help with your preapproval.

UNCOVER NEEDS SCRIPT:

(Buyer name), thank you for letting me help you. My goal is to provide you with superior customer service. To do that, I'd like to get a clear idea of what you are looking for in your new home. So, let's explore exactly what you are looking for in your dream home.

By taking the time to work through these questions, we won't waste time looking at homes that will not meet your needs. Does that work for you?



BUYER CONSULATION SCRIPT:

Agent: (Buyer name), now that I understand a little about your needs, I'm confident that we can find the perfect home together.

The next step would be for us to meet at the office to do a detailed analysis of what you're looking for and allow me to share some market insights, so that we don't waste any of your time looking at homes that will disappoint or have contingencies that are not apparent online. I have today at 4:00 p.m. or tomorrow at 3:00 p.m. available. Which works best for you?

Buyer: Can't we just meet at the property? I really want to see this home!

Agent: I can understand not wanting to potentially lose out on that property. Let's get together as soon as possible because I also wouldn't want you to miss out on that or an even better property. After we meet, we can speak with the sellers about scheduling a visit to that home as soon as possible. Would today at 4:00 p.m. .. or tomorrow at 3:00 p.m. work best for you?



FSBO SCRIPT:

Hi, my name is (agent name). I'm a real estate agent with BHGRE. I noticed that you are selling your home and I'd like to schedule a time to preview it.

If they respond, "I don't want to list with an agent."

I completely understand that. If you wanted to list with an agent, you already would have, correct? However, part of my job is to know my market and you are part of my market. That includes both MLS listings and privately marketed properties like yours.

If you allow me to look at your home, I would be able to see if it matches any of my buyers' needs. In addition, I will be happy to provide you with a current market update on all the homes in your price range that you are currently competing with. How does that sound?

I can see you today at (time) or tomorrow at (time). Which is better for you?

EXPIRED SCRIPT:

Hello, (Seller name). This is (agent name) affiliated with BHGRE. I have been going over my MLS records today and I noticed your home is no longer listed for sale.

Do you still want to sell the home? Well, your home is in my market area, and I am curious as to why it did not sell. Would you be interested in talking about why it did not sell?

What I can do is a free analysis to help you determine the reasons why your home may not have sold. Would today at (time) or tomorrow at (time) be better for you, if I stopped by for a few minutes to share that information with you?



NEIGHBORHOOD OPEN HOUSE SCRIPT:

Hello. My name is (agent name), a real estate agent with BHGRE. I will be hosting a special Open House at (address) on (day) from (time) to (time). Did you know this home was for sale?

(Hand them a flyer/invite.) I promised the seller I would get the word out in the neighborhood, and I was curious: who do you know that might want to live in our area? Just think. You could have family members or friends living close by if you know anyone who would like to live in a great neighborhood like this one.

What real estate needs can I help you with? I regularly deliver items of value to my current and past clients, such as (insert items of value you send). If you will share your contact information, I would be happy to include you.

Wonderful! Again, it's (day) and (time). Feel free to stop by. I'll have snacks and treats! I'd love to show you the home.

CMA SCRIPT: LISTING APPT

(Seller name), now that you have reviewed the information, what price do you see the market is telling us to list at today? (If you agree on the price, then write it on the contract and have the sellers sign. If not, continue on.) If you were the buyer and you had the research information that I gave you, how do you think you would feel about that price?

What would happen if your home does not sell at this price?

How long are you prepared to wait for a sale?



SHARING CMA SCRIPT:

I am sure you will understand why our best chance of selling your home will be in the first thirty days.

Today, buyers can see exactly how many days a home has been on the market, and the longer it has been on the market, the lower they will likely offer.

Our goal is that your property will be at the top of the buyers' wish list. To do that, we need to combine my comprehensive marketing plan with the proper price that will position your home to sell.

Based on what the market is telling us, the price I recommend is \$_. Will you allow me to list the property for that price? (If they say no, and you are still not in agreement on the price, you need to determine if you still want to take the listing. If you do, then you may want to build in your first price reduction in the Listing Agreement.)

(Seller name), I understand you want to test the market. Can we agree now that if we don't have an offer within two weeks, we will lower the price to\$_ in order to best take advantage of our debut period on the market?

I'm sorry (Seller name), but I simply cannot list your home for \$_. We've both seen the market data. Your price is far above the range that today's buyers are willing to pay for a property similar to yours. I would rather turn you down than let you down later. Would you sincerely reconsider listing at \$X?



CIRCLE PROSPECTING SCRIPT:

Hello, my name is (agent name), affiliated with BHGRE. I wanted to drop off (insert item of value). I sell a lot of homes in the area, and I just wanted to stop by to see if there might be any real estate needs or questions, I might be able to assist you with today?

By the way, (ask an indirect or direct question to get a lead:)

Indirect: Who would you know in the area who has thought of selling?

Direct: I see your home is one of the nicest in the area. Have you thought about selling?

Hi. I'm (insert your name), a real estate professional affiliated with (insert brokerage name). We just listed the Smith home down the street. Have you seen the property? No? I'm going to be holding it open this weekend, so now is your chance-and I'll even have coffee and cookies! I'm sure you'll be interested to see how the Smiths have creatively remodeled that tri-level. The listing price is \$_____.

Here's a flyer with all the information and the Open House date and time.

Are there any real estate needs or questions I might be able to assist you with today?

Thanks for your time. I'll check back because I'll be letting you know when the property sells.



LISTING AGREEMENT CLOSING SCRIPT:

(Seller name), it sounds like we are in agreement on the price and that I have answered all your questions.

Is there anything we need to do before we get started? Are you ready to choose me to represent you in the sale of your home?

(Always have a Listing Agreement and pen ready to go when you arrive at this point.)

(Express your enthusiasm to be working on their behalf to sell their home.)

I'm so excited to work with you and (re-state their motivation) get you to your new job/in the new home in time for school/get you the money you want from the sale.

(Confirm that they have made a great decision in trusting you to represent them.)

Based on everything we have discussed; I think we will make a great team!

REFERRAL SCRIPT:

(Seller name), my business is based on the word of mouth of my clients, and as you talk about the sale of your home (or purchase of your home), I'm betting friends, family, and coworkers will share with you that they are considering buying or selling, too.

If I do a good job of marketing and selling your home and following through on the things I've said I would do, could I ask that at some point before we leave the closing table, you will share with me the information of at least one person you know who is considering selling or buying?





COLD CALLING VENDORS/SERVICE PROVIDERS SCRIPT:

Hi, (business owner). I'm (agent name) with BHGRE and I'm creating a list of preferred business and service providers to give to my clients and include in my real estate marketing. Since my clients often ask me to refer a good (profession), and you do such great work in our community, I was calling to see if you are accepting new clients and if it would be OK if I referred my clients to you?

Great! I'd like to establish a referral partnership to help grow each other's business as well. So, if I do refer clients to you, would you be willing to refer your clients that are looking to sell or buy a home-with the assurance that I will provide them with the high level of customer service that you expect? Excellent! Do you have any clients who are interested in buying or selling a home, or maybe investing in real estate?

(If YES) Great! What's their contact information? Thanks! Anyone else? Anyone who is changing jobs/graduating/getting married, etc.? Great.

(If NO) OK, I appreciate you giving it some thought! And if you think of anyone, maybe people who are changing jobs/graduating/getting married, etc., please let me know!

I look forward to chatting soon. In the meantime, let's connect. (Share the online platforms where they can find you.)



CALLING REFERRALS SCRIPT:

Hi, my name is (agent name). I'm a real estate agent with BHGRE.

(Insert name of person that gave you referral) asked me to speak with you about your upcoming real estate needs. (Name of person who gave you referral) told me you are looking to sell/buy/reinvest-can you tell me a little bit more about that? How can I help you?

(Make an appointment to meet) Great, I'd love to help you with that. I can see you today at (time) or tomorrow at (time). Which is better for you?

(If they do not have an immediate need) Do you know anyone who is interested in selling or buying real estate?

(If YES) Great! Thanks! Anyone else? Anyone who is changing jobs/graduating/ getting married, etc.? Great. Can I use your name? It would be a privilege to take care of anyone who is a friend or acquaintance of yours. I'll let you know if they decide to use me as an agent. If anyone else comes to mind, please let me know! Thanks!

(If NO) Thank you for taking a moment to think about that. I'd like to repay the favor. You know, I share updates to our friends, family, and past clients to keep them informed on the market. I would be happy to do the same for you. Can I verify your email address?