

Notes on the scripts:

1. The goal is to start a conversation/dialogue and **BUILD A RELATIONSHIP**. Open the conversation by asking questions.

2. **SPEED TO LEAD** is vital. You want to contact the person within 4 minutes if possible. The sooner you contact them the better! The leads start cooling off very quickly after that and your chance to turn a lead into a client quickly fades away.

3. There are three types of leads:

- a. One that leaves only their name and email (could be buyer or seller lead)
- b. One that leaves their name, email, phone number and address but does NOT want a free home evaluation (Normally a buyer lead)
- c. One that leaves their name, email, phone number and address but **DOES WANT** a free home evaluation (seller and buyer lead).

****** The goal of any lead is to open the conversation, build the relationship and turn the cold lead into a warm customer. ******

4. Use the scripts below for **MAXIMUM CONVERSION**. They have been tested and proven to work all over the United States!

5. Only about 1 in 100 leads will be ready, willing and able to buy right now **BUT** you can still nurture the other 99 by following up with them with an auto responder (or updated listings that match their criteria). As your database gets larger you will notice that more and more of your leads will become customers. This is what separates the "newbie" agent from the pro's.

Here are the basics on our “Homes list” ad:

1. The homes list ad is designed to capture both buyers and sellers (there will be more buyers but you will get both).
2. We are offering a “free homes list” to a very specific targeted list. We are offering to “mail” them this list (don’t worry, you will not have to ever mail anything. We say that so we have a reason to say “Can I just email this to you instead”. See the scripts below for details. The lead capture is broke down into 2 pages. The first page asks for the following information:
Name + Email
Some people will stop there (and that’s ok!). Use the script below to open that dialog

to get more info and start building that relationship.

The second page has the chance to capture the following additional information:
Phone number + Address + If they want a free home evaluation.

3. Here are the scripts. They have been tested all over the country and work amazing.
Use them every day.

Here is your contact priority order:

- a. Video (if they left a phone number)
- b. Text (if they do not respond to video)
- c. Email (last resort)

ALWAYS try to ask a question or open a conversation!!!

*We put the scripts on the following pages so you can print and post them for easy reference. We encourage you to post these until you know them by heart (it won't take long).

SCRIPTS ON THE FOLLOWING PAGES

Name and Email (only) script:

(Use this script ONLY if the person did not leave a phone number or address (name and email only), it's meant to open the conversation and get more information. If you can open that conversation you will have a much better chance of turning a lead into a customer).

"Hey this is _____. I just wanted to reach out quickly and thank you again for opting into the _____ Homes List! I noticed that you didn't leave your address. Would it be easier if I emailed this list to you?"

(The goal (again) is to start the conversation. If they respond to you, try to build the relationship by asking more questions like):

“Great! Also, did you have a specific number of bedrooms or bathrooms? Is there a specific school system you would like to be in? The more information you can provide me, the more I can customize the results for you!”)

If the person does leave their phone number then shoot them a video message FIRST using the script below. If that does not work, then move onto the script after that (the call or text script with will info)

Video Script:

(If you have the leads number, USE THIS VIDEO SCRIPT FIRST!!!)

If you have their number then it also means that they filled out the phone number field. Use this script to open the conversation (remember, they are expecting to be "mailed" a homes list).

Hey _____, this is your Realtor _____ with _____. I wanted to personally reach out and thank you once again for opting into the _____ Homes List. I was just curious, would it be easier if we just emailed this list to you? Also, most people don't realize we can actually make them a CUSTOM list of homes for sale here in _____. If you simply respond and tell me what it is that you are REALLY looking for I can build you a personally customized Homes List and shoot it right over to you! It's so great to connect with you! Talk Soon.

(If they respond then GREAT! You are on your way to building a relationship!, If they do not respond, then send them the list and add them to your follow up system).

Call or Text Script with full info

(Use this script **ONLY** if they do not respond to the video you send them first)

Hey _____, this is _____ with _____. I wanted to personally reach out and thank you once again for opting into the _____ Homes List. I was just curious, would it be easier if we just emailed this list to you? *(They, if they answer, will say yes) Go on from there and start building the relationship by asking more follow up questions like this:*

"Great! Also, did you have a specific number of bedrooms or bathrooms? Is there a specific school system you would like to be in? The more information you can provide me, the more I can customize the results for you!"

***Also, if the person opted in for a free home evaluation then use this script (in addition to the buyers list script):**

"Also, I see that you are interested in finding out your homes worth. I'll be happy to get that together for you! To make sure your home value is as accurate as possible I'll need to verify some information. I'm showing the address is (insert address), it's (insert number of bedrooms/bath rooms. I'm showing that it's X number of square feet. Is that accurate? Have you completed any upgrades I should know about? What kind of condition would you say the home is in? Also, if you would like to schedule a time I can stop by to take a look at the home I would be happy to. Are weekdays or weekends best for you?"