

## EXPLOSIVE SALES GROWTH IN REAL ESTATE KNOW YOUR MARKET SCRIPT

When an online lead calls and says, “I am interested in 125 Maple Street,” you have a huge advantage if you have been in the home.

Consider the following conversation:

**Agent:** “Great, can you tell me what you like about it based on what you have seen online?”

**Prospect:** “Well, it has three bedrooms and looks like the kitchen and baths have been updated.”

**Agent:** “You know what, I was in 125 Maple Street the other day, and you are right about the kitchen. I can see why you would like it. Quick question: what else is really important to you in finding a home? What are your top five must-haves?”

**Prospect:** “We would like three beds, two baths, a nice kitchen, updated main systems since we don’t want to spend a lot of money right after we buy, and quiet neighborhood.”

**Agent:** “Very nice. It sounds like you have put a lot of thought into what you need. I am happy to show you the property. Based on what you told me, there are two things you should know. The heating system looks older, which could need replacing and that’s something we could ask for at home inspection. The one thing we can’t change is that even though it’s in a neighborhood, it lands right at the end of the street, so it’s on the corner of the neighborhood and the main road. Not sure if that would be a deal-breaker for you or not.”

**Prospect:** “Thanks for all the information. This was helpful. I think we would still look at it if you think we may negotiate with them to upgrade the heating system.”

**Agent:** “Great. Here’s my suggestion. How about if we meet at my office first and talk a little more about what you like and don’t like? We can look at some homes together online and narrow down your search so I can save you a bunch of time and aggravation. Then we can head right over to look at 125 Maple. How does that sound?”

**Prospect:** “Sounds great.”

**Agent:** “Perfect. I can meet tomorrow at 10 A.M. or 2 P.M. Which one works better for you?”