

EXPLOSIVE SALES GROWTH IN REAL ESTATE ONLINE LEAD - SHOWING REQUEST SCRIPT

Agent: “Hi, is this Jennifer?”

Online Lead: “Yes. Who’s calling?”

Agent: “This is (Your Name) with (Your Company). I am calling with the information you were looking for about the home at (Address). Did you have a specific question about the property or were you looking to schedule a showing?”

Online Lead: “I would like to see the home right away. We are definitely going to buy this house.”

Agent: “Just give me one second while I pull up the property details in MLS. While I am doing that I just have a couple quick questions to help speed up the process.

What made you inquire about this property?

What did you like about it?

Have you looked at any other properties yet?

What else are you looking for in a home?

What’s prompting the move?”

Again, make sure you are providing the information about the property they called about. These questions should all be conversational. It shouldn’t sound like an inquisition. Near the end of the conversation, give them a good reason to meet with you in person.

Agent: “I would love to schedule a time to get you in to see this property. Would you be open to looking at a few properties that would meet your needs at the same time for comparison?”

You are looking for an opportunity to sit with the client for a buyer consultation before just running around showing properties. There is no need to waste your time or the prospect’s time if they are not ready to buy or have not decided what they want yet. Your job is to help narrow down the options based on their needs and wants. That is much easier to do with an actual consult. Remember that they had not likely planned to meet with an agent when they called, so you may get pushback. You need to show them the value in you.

Agent: “I know your time is valuable, and I have learned through experience that by meeting together for thirty minutes to identify what you want in a home, I can save you ten to twenty hours of searching for the perfect home. I could meet this afternoon at 4:00 or tomorrow at 11:00 right before looking at this property. When would be the best time for you?”

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