



THE
COLD-CALLING
PLAYBOOK

+ REAL ESTATE SCRIPTS



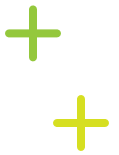
As a real estate agent, you understand the importance of connecting with potential buyers and sellers.

However, it can be increasingly difficult to be the first agent to connect with the right homeowners in today's housing climate.

... so what now?



When your potential client needs help navigating the emotional and financial complexity of buying or selling their home, you can be there to guide them confidently towards a successful outcome.



With the prospect of buying or selling a home, your potential client may feel overwhelmed and uncertain. You can be there to offer them clarity and assurance in this complex process.




To stand apart from the crowd and achieve true success, offer a personalized touch to your real estate services. Put people first by focusing on their individual needs; not only will this result in solid business relationships but also strengthen word-of-mouth referrals and build a larger client base.





Here are some helpful things to keep in mind as you make connections with potential leads:

Agents have 10 seconds upon the first "hello" to make a great first impression. What does that look like in action?

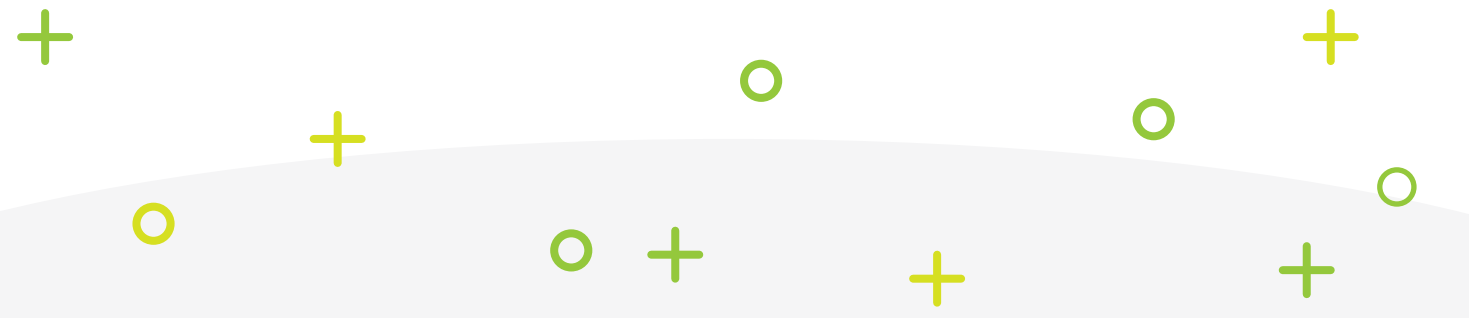





Tone: Make every call a stellar experience! Show enthusiasm and friendliness in your conversations. Utilize language that is relatable - this will create an engaging dialogue with the customer and make them feel right at home. Avoid terminology only you understand, as it won't be helpful to the caller's needs or understanding of real estate services.

Articulation & Enunciation: Speak clearly! Each word should be said with definition, (no mumbling) and some words require more emphasis than others.

Time of Day: Knowing when to call is just as important as knowing who you're calling! Do your research and plan ahead. Schedule calls during times of the day that won't interfere with your audience's daily routines, such as mornings or mid-afternoon - this way they'll be sure to take your call!

Follow up: Should you leave a message? If you do leave a message, don't call back at the same time. This will increase your chances of reaching them at a better time.















Telemarketing Rules & Regulations: Consumers are protected against receiving unwanted telemarketing calls upon adding their phone number to the National Do Not Call registry (DNC). First, you must decide if you're a telemarketer or selling a good or service. Depending on that answer, it's your responsibility to know who's okay to call and who's not.

Never memorize your entire script. To create an authentic, personable connection with others, it's important to make sure your delivery is genuine and warm. Don't just memorize a script - practice speaking through various scenarios as if you were in the moment having real conversations. Roleplay dialogues with a coworker to hear yourself out loud, gain confidence for unexpected questions or situations that may arise during interactions, and receive objective feedback on how natural your dialogue sounds!

Schedule cold calls. Dedicate two to three hours each week (minimum) for cold calling and be sure to block this time off in your calendar. Try to block off the same time/day each week. Prepare yourself for the calls with music, quotes or a video that inspires you and pumps you up. Stand while making calls and keep a mirror at your desk to see that you've got a smile on your face.



Acknowledge the reality. Rejection can be part of the job. But don't let it stop you! Keep to your plan and remember each dial could lead to an appointment or even a sale, making all that hard work worthwhile in the end!



TIPS TO BOOST YOUR SUCCESS:

+ Have an accurate and up-to-date lead list.

Did you know that 12% of Americans move each year?

In addition to that, lead contact information decays by as much as 2% each month. To stay ahead of the competition, agents should have a fresh lead list before each cold call.

+ Use an auto dialer/VoIP when dialing.

It's an excellent way to stay on task and within your allotted schedule because the dialer automatically makes the call. We recommend having dedicated team members make the calls as it's more professional and personal.

Don't bite off more than you can chew.

Start off by making 250 calls/week. See how it goes in terms of your script, the day and time you call. Get your formula down and then add more calls. Also be sure that you're following up with prospective clients that indicated they are interested in buying or selling a home, they're your hot prospects!



ACCORDING TO THE NATIONAL ASSOCIATION OF REALTORS:



63% of sellers found their agent through a referral from a friend, neighbor, or relative or used an agent they had worked with before to buy or sell a home.



66% of buyers interview one agent before finding the one they end up working with.



80% of recent sellers contacted only one agent before finding the right agent they worked with to sell their home.

The average home seller does less than

3 hours
of research

75%

choose the first agent they talk to to list and sell.



EXAMPLE SCRIPTS

These scripting ideas are a product of our interactions with agents over the years. It's important that you take these ideas and make them your own.





01.

Introductory Script

"Hi, my name is (insert your name) with local (insert name of agency). You may have noticed the For Sale signs in the yard. I'm not sure if you know them, but the (insert homeowner's name) are moving. I/my company just listed them. I apologize for the extra traffic in your neighborhood/on your street. They are probably checking out the property. I wanted to leave my contact information if you have any questions. I may also stop by in the next few days/week and drop off a business card."

02.

Open House Invite Script

"Hi, my name is (insert agent name), with the local (insert name of agency). I wanted to give you a heads up that I'm hosting an open house for (insert neighbor's name) on (insert day/time). Again, I apologize for the cars that will be lining the street. But I do want you to stop by if it works in your schedule and feel free to invite a friend. I'd love to show you the home (insert a neat feature). Also, I would love to chat with you about the current market conditions."





03.

Just Sold Script

"Hi, it's (insert agent name) with local (insert name of agency). I wanted to call and tell you the great news! The (insert neighbor's name) home just sold! You may remember the home was on the market for (insert number of days/weeks) and sold at (insert percentage) of the asking price. When staged and priced right, home in this (insert area/neighborhood) are selling quickly. Do you know of any neighbors or friends thinking about making a move? (pause) I hope you'll think of me next time you're buying or selling."

04.

Under Transaction Script

"Hi, my name is (insert agent name), with the local (insert name of agency). Great news, (insert neighbor name), is now under transaction, just after (insert number of days) on the market. If you have any questions about their experience selling in this market, please let me know. My phone number is (insert phone number)."



05.

Neighbors of Past Clients Script

"Hi, my name is (insert agent name), with the local (insert name of agency). Your neighbors (insert name) suggested I reach out to you and introduce myself. I'm actually in the neighborhood quite a bit. In fact, I/my family belong/go to (insert local church, school, volunteer, store, etc.) and I know the neighborhood is quite popular if you have any questions on current market conditions, please let me know at (insert phone number)."

06.

Past Clients/Centers of Influence Script

"Hi, my name is (insert agent name), with the local (insert name of agency). I worked with you (insert number) of years ago to help (insert buy or sell) your home. I'm checking in to see how things are going? Do you still love your home or area? Are you ready to move?"

(Depending on answer)

"Great! How about I stop by next week to catch up?"

"Okay, I hope you'll think of me the next time you are buying or selling. Also, would it be alright if I reached out to some of your neighbors and mentioned your name as a past client?"



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