



Buyer Phone Inquiry Script

5 Part Plan

Part 1: Introduction

Agent: “Hi, this is Agents Name. Who am I speaking to? Your phone number, please? How may I help you?”

Ask for their number but if they do not want to give it, just move on.

Agent: “How may I help you?”

Part 2: Available

Agent: “Yes, I am familiar with the house. Can I ask you to hold for a moment, while I see if the house is still available?”

Put them on hold

Stopping the conversation here puts you in control of the conversation and creates some buyer urgency.

Part 3: Qualify

Agent: “Mr. Johnson, thank you for holding. The house is still available. Let me ask you, are you looking for yourself or someone else?”

Additional qualify questions:

- What price range are you in?
- How long have you been looking? Or did you just start?
- How long have you looked in this area?
- Any particular reason for wanting to buy in this town?
- Have you seen any houses that you like?
- Why didn't you buy one of those?
- When were you thinking of making the move?
- Are you renting now or do you own?
- How much money are you working with to purchase this home? Does this include the monies needed for closing, which would be about _____, or do you have that separately?
- Are you working with another agent?
- May I have your e-mail address?

The goal here is to find out whether they are “A”, “B”, or “C” buyers

Part 4: Fair Exchange

The pattern for fair exchange is question, answer, question, answer, question, and answer. The concept is that if I am going to answer your question, then I am going to ask you to answer one of mine.

Agent: So, what would you folks like to know about the house?

Caller: How many bedrooms does it have?

Agent: The house has three bedrooms. Is that what you need or are you looking for more?

Caller: Three bedrooms are fine.

Agent: What else would you like to know?

Caller: Well, does it have a full basement?

Agent: Yes. By the way, what style are you folks looking at?

Caller: We're looking for Tudors.

Agent: Oh, I see. Anything else I can tell you about this home?

Keep working this part until you feel you are ready to schedule an appointment.

Part 5: Schedule an Appointment

Step 1: Confirm

Agent: "It sounds like this house may work for you" or "So, this house doesn't work, but let me ask you, are you folks serious about buying a house?"

Step 2: Validate Your Company

Agent: "Let me tell you how I work. My company is very active in the neighborhood. As a matter of fact, regardless of how a seller is selling, whether it is privately through us or with another company, we have access to all of these homes. You can say that we're a one-stop real estate office. I'm sharing this with you because I know you probably have other ads circled. Instead of spending all your time calling each one, I can help you narrow down your list and find the best houses for you."

Step 3: Get them excited about the 6 step buying process

Agent: "In addition, we have in my office what's called the 'Six-Step Buying Process.' This is designed to help buyers like you find the right house with the least amount of aggravation. Buyers who are familiar with this process are at a real advantage."

Step 4: Invite Action

Agent: "So let's find a time when you and your significant other can come into the office, I'll show you the Six-Step Buying Process. In addition, we can go through all the homes that are currently in your price range, show you everything that is out there, and together pick the best of the best and even go look at them.... OK, I'll see you at 3:00. And I just want to be sure I am clear with you folks: you'll need to set aside two hours for me, because it's going to take that long at our first meeting."