

TWO: TACTICS & TOOLS

GET NEW BUSINESS NOW!

SUGGESTED SCRIPT #1 *Calling Friends, Family, and Acquaintances*

Hi, *(name)*. This is *(your name)*. I have been thinking about you because I wanted to share with you that I am in real estate now.

Yes, I'm affiliated with *(brokerage name)*, a wonderful/cool/awesome firm in *(location)*. Oh, you know the company? Yes, I made a great decision, and I'm working with an experienced broker and a great network of agents who support me whenever I need it. In fact, *(insert impressive numbers)*. And I've been taking great classes to better serve my clients. In fact, I'm in class right now! We're doing an exercise to find people we can help with their real estate needs.

What real estate questions or needs do you have right now?

(YES) Great – I can help you with that. I'll get back to you.

(NO) OK – please remember I am always here to help!

Who do you know who is interested in buying or selling a home, or maybe investing in real estate?

(YES) Great! Thanks! Anyone else? Anyone who is changing jobs/graduating/getting married, etc. Great. Can I use your name? I promise I'll let you know if they decide to use me as an agent, and I will take great care of anyone who is a friend of yours.

If anyone else comes to mind, please give me a call! Thanks!

(NO) OK, thanks anyway! And if you think of anyone, maybe people who are changing jobs/graduating/ getting married, etc., please let me know! I'm going to keep calling to finish my exercise, but I'll call you soon so we can really catch up! In the meantime, check out my Facebook page/app/website.

* Only use this portion of the script when actually in class!

MY SCRIPT NOTES:

SUGGESTED TEXT MESSAGE

1. To leave a message when a contact does not respond:

You are new to real estate: Hi! This is _____ *(your name, if necessary)*. I was calling to share about my new real estate career. I'm so excited! Give me a call back and I'll tell you all about it.

You are not new to real estate: Hi! I was thinking about you and wanted to reach out to say hello. Please let me know if you or anyone you know has any real estate needs – I'd be happy to help!

2. To a past client or old lead you have not spoken to for a long time:

Hi! This is _____ *(your name and name of brokerage – if you haven't spoken to them in a while, you may not be saved in their address book)*. We haven't spoken in a while and I wanted to make sure I haven't dropped the ball on any of your real estate needs!

If they respond, "Oh no, of course not!"

That's great! So nice to hear from you! Please let me know if you or anyone you know has any real estate needs – I'd be happy to help!

If they respond, "I'd like to talk to you about _____."

That's great! So nice to hear from you! I can certainly help with _____.