

TWO: TACTICS & TOOLS

GET NEW BUSINESS NOW!

SUGGESTED SCRIPT #2: *Calling A Referral*

Hi, my name is _____. I'm a real estate agent with *(brokerage name)*. *(Insert name of person that gave you referral)* asked me to speak with you about your upcoming real estate needs. *(Name of person who gave you referral)* told me you are looking to sell/buy/rent/invest – can you tell me a little bit more about that? How can I help you?

(Make an appointment to meet.)

Great, I'd love to help you with that. I can see you today at _____ or tomorrow at _____. Which is better for you?

(If they do not have an immediate need.)

Who do you know that is interested in selling or buying real estate?

(If 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!

(If NO) Thank you for taking a moment to think about that. I'd like to repay the favor.

You know, I send out some terrific items of value and updates to our friends, family, and past clients to keep them informed on the market. I would be happy to include you, free of charge or obligation of course – just great information. Can I verify your email address?

MY SCRIPT NOTES:

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SUGGESTED SCRIPT #3: *New Contacts*

Hi, my name is _____, I'm a real estate agent affiliated with *(brokerage name)*. It was a pleasure meeting you at *(insert where you meet them)*. I just wanted to follow up on our conversation and see what real estate needs you have.

(If YES, make an appointment to meet.)

Great, I'd love to help you with that. I can see you today at _____ or tomorrow at _____. Which is better for you?

(If NO, continue with script.) Who do you know that is interested in selling or buying real estate?

(If 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!

(If NO) Thank you for taking a moment to think about that. I'd like to repay the favor.

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