

TWO: TACTICS & TOOLS

GET NEW BUSINESS NOW!

SUGGESTED SCRIPT #4: *Calling Vendors/Service Providers from “Who Do You Know”*

Hi, *(name)*. This is *(your name)*. I'm calling to let you know 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 hard to do things right. I work 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 build my skills and serve my clients well (in fact, I'm in class right now! We're doing an exercise to make a list of the best businesses, products, and services for all my new clients).*

You do such great work in our community, I was calling to see if you are accepting new clients and if it would be OK if I referred my clients to you? Great! Thanks!

Do you have any clients who are interested in buying or selling a home, or maybe investing in real estate?

(YES) Great! What's their contact information? 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 client of yours.

(NO) OK, I appreciate you giving it some thought! And if you think of anyone, maybe people who are changing jobs/graduating/getting married, etc., please let me know!

I look forward to hearing from you! In the meantime, check out my app/website/ Facebook page.

MY SCRIPT NOTES:

Cold Calling Vendors/Service Providers

Hi, *(business owner)*. I'm *(your name)* with *(brokerage name)* and I'm creating a list of preferred business and service providers to give to my clients and include in my real estate marketing. Since my clients often ask me to refer a good *(profession)*, and you do such great work in our community, I was calling to see if you are accepting new clients and if it would be OK if I referred my clients to you?

Great! I'd like to establish a referral partnership to help grow each other's businesses as well. So, if I do refer clients to you, would you be willing to refer your clients that are looking to sell or buy a home with the assurance that I will provide them with the high level of customer service that you expect?

Excellent! Do you have any clients who are interested in buying or selling a home, or maybe investing in real estate?

(YES) Great! What's their contact information? Thanks! Anyone else? Anyone who is changing jobs/graduating/getting married, etc.? Great.

(NO) OK, I appreciate you giving it some thought! And if you think of anyone, maybe people who are changing jobs/graduating/getting married, etc., please let me know!

I look forward to hearing from you! In the meantime, you can try my app or go to my website/Facebook page to learn more about me.

MY SCRIPT NOTES:

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

NOTE: *These sample dialogues should only be used with non-settlement service providers, such as moving companies, landscapers, cleaning services, florists, etc. The sample dialogues should not be used to contact settlement service vendors, such as title companies, mortgage brokers, escrow companies, lenders, attorneys, homeowners insurance companies, inspectors, warranty companies, surveyors, and other real estate brokers and agents.*