



## PFS 104 – Activity 4 SOI Scripts

The key when speaking to someone from your SOI is to continue to build a relationship with the SOI. Many Realtors® do not use scripts but instead put notes inside their contact management tool to remind them of subjects or topics that they discussed during prior interactions.

Below are some sample scripts to help you plan your calls with SOI's.

### First Contact:

**Realtor®:** Hi \_\_\_\_\_, this is YOUR NAME. How are you?

**SOI:** Good, how are you?

**Realtor®:** Well, thanks for asking. The reason for my call is that I'm excited to share that I've started a new career and wanted to let you know about it. I've gotten my real estate license and I'm now a real estate agent with ABC Realty. I'd like to ask you that if you or someone you know is thinking about buying, selling, or renting, that you would give me a call.

**SOI:** Congratulations, I sure will.

**Realtor:** Thank you! I will continue to be in touch with you and hope everything is going well in your life.

Allow the conversation to flow here and build rapport and trust. Be sure to use open ended questions.

### Follow Up Contact:

Use this script as part of a follow up call. Be sure to take in interest in their life and discuss common interests as part of this call.

**Realtor®:** Hi \_\_\_\_\_, this is Town Guru at ABC Realty, how have you been?

**SOI:** Good

**Realtor®:** I just wanted to give you a quick call to see how you were doing and to remind you that I'm in real estate! I just saw a statistic that shows that the average person in America is going to run into between 6 and 10 people over the next year that are looking buy or sell a home. So can I ask you a favor?"



**SOI:** Sure

**Realtor®:** When you meet these people, would you be willing to call me with their contact information?”

**SOI:** Absolutely

**Realtor®:** Thank you! Also, since I've got you on the phone, do you happen to know anyone that is thinking about buying or selling a home right now?

SOI: Response

If they say yes get the info. If not:

**Realtor®:** Thanks for all your help. I look forward to talking again soon!

Send a My Town Gurus postcard with a handwritten thank you note on it telling them it was good speaking to them.