

UNIVERSAL CALL BACK SCRIPT

What to Say When You Follow Up With Buyer and Seller Prospects

BUYER FOLLOW-UP CALL

INTRO: Is Mr. or Mrs. Smith there? *(Always ask specifically for the person that left the message.)*

Hi Mr. (Mrs.) Smith, this is <<Agent Name>> with <<Company Name>>, and the reason I'm calling is because I received your request for the information you wanted and I've popped it in the mail to you. Is that okay?

ESTABLISH MOTIVATION & TIMING:

1. Are you folks planning on making a move in the next 3-6 months? *(If longer than 6 months, refer to Market Watch script at bottom right, and then go to question 2)*
2. Do you currently rent, or do you own your own home? *(If Rent: Go to question 3. If Own: "Would you prefer to buy before listing your home, or do you want to sell first?")*
3. Are you planning on staying in the area or moving out of the area?
4. If you were to move, when do you think that might be?
5. Do you have a realtor to help you when the time is right?
6. *(For longer term prospects):* Would it be okay if I followed up with you at a later time? *(If yes):* And when do you think would be a good time for me to call you back?

SELLER FOLLOW-UP CALL

INTRO: Is Mr. or Mrs. Smith there? *(Always ask specifically for the person that left the message.)*

Hi Mr. (Mrs.) Smith, this is <<Agent Name>> with <<Company Name>>, and the reason I'm calling is because I received your request for the information you wanted, and I've popped it in the mail to you. Is that okay?

ESTABLISH MOTIVATION & TIMING:

1. Are you folks planning on making a move in the next 3-6 months? *(If longer than 6 months, refer to Market Watch script at bottom right, and then go to question 2)*
2. If you were to move, would you be staying in the area or moving out of the area?
3. And when do you think that might be?
4. Do you have a realtor to help you when the time is right?
5. Would you prefer to buy before listing your home, or do you want to sell first?
6. *(For longer term prospects):* Would it be okay if I followed up with you at a later time? *(If yes):* And when do you think would be a good time for me to call you back?

"BUY FIRST": HOMEHUNTER SERVICE:

Would you like me to email you daily updates of homes that match your homebuying criteria from all Real Estate companies? Our list includes any Bank Foreclosures, Company Owned Properties or other Distress Sales. It's a free service and, of course, you're never obligated to buy a home. Would that interest you? *<<Prospect usually says yes>>*

When can we get together for about 20 minutes so I can take down exactly what you're looking for?

<<If prospect says "I can tell you over the phone what I'm looking for", say the following:>>

Well, rather than email you hundreds of homes which may or may not match your criteria, or risk missing out on the perfect one, if we can get together for about 20 minutes, I have a form I fill out and I can take down exactly what you're looking for.

"SELL FIRST": CMA OFFER

Would you like a free market evaluation to determine what your home would sell for? Also, I can give you tips on what to do and what not to do to sell your home for the most amount of money, and we can go over all the various closing costs you will incur so you will know exactly what you'll have left in your pocket after all expenses.

It's FREE of charge and obligates you to nothing. Does that sound helpful? When's a good time to get together -- days or evenings?

MARKET WATCH NEWSLETTER:

Would you like to receive my free monthly newsletter to keep you in touch with what's happening in the marketplace?