

# BUYER SCRIPTS

REAL ESTATE  
**MASTERY**  
WITH JOHN MARRONE

Proven results through our 4S Formula - Sales, Social, Structure, Self-Mastery

## #1 Question to ask yourself throughout the day...

**“Does this decision get me closer or further  
from my goals?”**

## The 5 Keys to win the game before it starts

- 1. What - Goals**
- 2. Where - Sales Journal**
- 3. Wow - State/Energy**
- 4. Winning - Confidence**
- 5. Why?**

## Before the game starts...

### Landmines to Avoid:

1. **Do NOT say:** "How are you doing?" Or Respond with that phrase for any reason
2. **Do NOT say:** Their name
3. **Do NOT say:** "I saw you registered / signed up on my site" **5 levels of connection:**
4. **Do NOT say:** "Is there anything I can help you with?"
5. **Do NOT:** Make an "assumption of the lead".
6. **Do NOT:** Get in a fight on the phone (They do not think that you can help them. More importantly, they do not know your value.)

### **5 levels of connection:**

The purpose of this is to know when you are at one level of connection to not allow the next agreed action step to be a step BACK in the sequence. Always make sure its the same level of connection or the next if possible. Always set an agreed upon next step of connection outside of an email of properties.

1. **Face to face**
2. **Virtual meeting**
3. **Phone call**
4. **Text**
5. **Email**

# Opening Line

**Realtor:** "Hey, this is (Insert Name) with the home search site, I noticed that you were looking at some homes in (**"Favorite City"**), just curious are you looking to make a move in the next few months or just browsing?"

**Customer:** "I'm just browsing."

**Realtor:** 1- "GREAT! That's exactly what the site is for, while I have you, what's prompting you to browse?"

**Customer:** "I am just looking at this point."

**Realtor:** (WHY) "Totally understand! I am just calling to make sure the homes we are sending you make sense and not useless emails. Just so I can make sure you are looking in the right direction, let's start with how many bedrooms you are looking for. 3 or 4?"

**Customer:** ...responds.

**Realtor:** "X number of bedrooms perfect, and WHY is that important?"

**Customer:** ...responds.

**Realtor: LISTEN TO UNDERSTAND AND NOT TO RESPOND... EXTRACT INFORMATION AND BUILD A CONVERSATION.**

**Realtor:** "So what would it mean to you to have that extra room for \_\_\_\_\_?" \*YOU REPEAT THIS AND STAY IN THAT SPECIFIC **"WHAT"** UNTIL YOU GET THE **"WHY"**.

**Customer:** ...responds.

## Go 3 “Whys” deep for every “What”

**Realtor:** (location questions) “I noticed you’re looking in **[favorite city]** why are you looking to move there?”

**Customer:** Responds (Stay with this because this is where they usually give you great bait to go after the WHY and drive it home, so build pain or pleasure. Whatever matches.) **Example-** “Better schools.” (Dig into current schools and the pain and pleasure of new schools.) Once that’s established

**Customer:** ...Responds

**Realtor:** Build a conversation around their response then ask, “What else is important to you in this new home”?

**Then keep digging where needed.**

Once you have their pain or pleasure and dug into emotion **NOW IT'S TIME TO ASK FOR THE APPOINTMENT**

**Realtor:** “The next step in the process is super simple, lets set up a quick and easy meeting...This way we can show you our **“WIN”** strategy and bring a list of handpicked homes. what works better for you...are you thinking Tuesday or maybe Thursday?” **\*If they are still feeling pressured\***

**Realtor:** “I totally get it I just want you to get clarity that you have the **RIGHT** person, with the **RIGHT** strategy for the **RIGHT** time, make sense?”  
**If they say “no” to the close...**

**Realtor:** “Totally understand, let me ask you this . If I were to find you the **“WHAT”** that got you **“MOTIVATION”** would you consider moving sooner?”

**Realtor:** “That’s understandable! Why don’t we at least do this to make sure we are not wasting your time and sending you stuff you don’t like, maybe go see a few homes in some areas to at least get an idea so we can tweak our saved search and then go from there. Reason why is I see a lot of people get sent hundreds of listings and waste TONS of time searching through each one and then realizing after seeing a few that maybe that’s not where they wanted to live or maybe not what they truly valued in a home, does that makes sense?”

**Customer:** “Yes”

## **“Fail first, succeed second”**

**Realtor:** “Great! So does **X** or **Y** day work best?” (They will tell you one of those days or a completely different day, either way, it’s good) **CLOSING:** ASK FOR THE APPOINTMENT, then tie down how they like to communicate. (Google calendar, etc.)

**Realtor:** Do you use a calendar to run your day?

**Customer:** Yes

**Realtor:** Great, so do I. What is the best email for that?

**Customer:** (Answer)

**Realtor:** Lastly, can you do me a quick favor? When I send over the invite, can you hit accept so it pops up on the calendar?

**Customer:** Yes

**Realtor:** Also, do you prefer text or email? Because I want to send you some handpicked homes from now until our meeting and you can give me feedback so I can tweak the search for you the more detailed we get, and I can look for off market for you.

**Realtor:** If anything changes before (appointment date), will you let me know?

**Customer:** Sure

## **If they still want to wait to set an appointment**

“One of the most powerful closes”

**Realtor:** - Paint the picture with their 3 levels deep

### **WHY**

“Let me ask you this, if I were to find you that 4-bedroom 2-bath home downtown (their **WHAT**), that allowed you to live closer to your parents (their **WHY**), would you consider moving sooner?”

**Customer:** “Yes”

**Realtor:** “Great, then let’s do this. We can show you our strategy and make sure we are a good fit. This way, you know you have the right person with the right strategy if you see any homes that you like. You don’t want to miss out on something that checks off all the boxes. How does that sound?”

# Conversion Flow

# What

# Why?

# Listen, Extract information, build a conversation.

## Go 3 “Whys?” deep

## NOTES

# Stay on track with the 5 Ws

# Who?

# What?

# Where?

# When?

# Why?

NOTES

NOTES

# Handling Objections

## “I already have a Realtor”

**Realtor:** “Totally get it, if I were to find you a home that checked all the boxes but wasn’t on the market yet would you want me to send them to you?”

Customer: “Sure”

**Realtor:** “Perfect, so I don’t send you a bunch of useless emails, I know we get enough of them lol, what are those boxes?” (Then dive into the script)

**Realtor:** (Realtor is friend) “Can I ask you a question? Is it worth jeopardizing your friendship for? What happens when the transaction goes south? What would that do to your friendship? Since this does happen a lot, we created a referral program where they get 25%, their time back and into our referral program and best part is your relationship can remain intact.”

## “Interest rates are too high/waiting on the market to crash”

**Realtor:** “I totally get it”. (take a step back and hands up when saying this) “Let’s say interest rates are exactly where you need them to be, so let’s do this... lets put the interest rate going up or down to the side”. (mime putting something to the side) PAUSE and with curiosity ask; “What has you looking in the first place”?

## “Just Looking / Browsing”

**Realtor:** “You’re just looking? Awesome! I’m glad you found our site. What’s prompting to start looking?” (This should be resolved during the opening line)

## **“Can you email me the property information?”**

### **(Version 1)**

**Realtor:** “We’d be happy to do that! Let me ask you, are you looking for someone to do a good job or a great job for you? We pride ourselves on doing a great job and by sending you a bunch of listings that may or may not meet your criteria is not what we consider doing a great job for you. When can we meet for about 15 minutes depending on the amount of questions you have, where I can find out exactly what you are looking for in a home and get you set up on the VIP Buyer’s program? From there, you will get listings emailed to you on a regular basis.”

**(Version 2):** - A favorite. You can use this for several other objections

**Realtor:** “Do you feel this is the biggest transaction of your life?”

**Realtor:** “Yes” Realtor: “I agree, let me ask you this, if you ever had to go to trial for something major, would you want to meet your lawyer the day of trial?”

**Realtor:** “Why?”

**Customer:** “...”

**Realtor:** “That’s exactly why I don’t want you doing that for the biggest transaction of your life! I want you to get CLARITY on the strategy that is going to get you the home you want in the price you want and time you want, and we are a good fit, does that make sense?”

## **“Other agents are sending me properties already”**

**Realtor:** “Other agents are sending your properties already? That’s great. So, the biggest difference is other Agents only send you what they know is available on the MLS for sale. We’ll send you those properties as well, and we’ll ALSO send you properties not available on the MLS, and some that aren’t available to other agents, like Coming Soon listings, Expired listings, For Sale By Owners, Distressed Sales, etc. Would you be interested in getting a list of those properties that match your criteria?”

## **“I’ll give criteria over the phone”**

**Realtor:** “Absolutely! We should definitely get your basic criteria over the phone. When we get together, we’re going to get you more than just the properties that are available to other buyers. We’re also going to give you access to homes that aren’t Active on the MLS such as Bank Owned Properties, Estate Sales, For Sale By Owner, Distressed Sales, etc. Would you be interested in all those properties that we find that meet your criteria?”

## **“I’ll get back to you”**

**Realtor:** “We definitely would like if you got back to us! In the meantime, one of the greatest things about our team, is not just having the most powerful Real Estate Website in our area, it’s also that we can send you listings from ALL Real Estate companies, and even listings that aren’t on the Internet, like Bank Owned Properties, Distressed Properties, Estate Sales, For Sale By Owner, Our Listings and much more. All we need is to get together with you for about 10-15 minutes depending on the questions you come up with, and we’ll get it all setup for you.”  
(Insert close)

## **“Speak with my spouse first”**

### **(COWS - Can’t Operate Without Spouse)**

**Realtor:** “Absolutely! Are they available right now? (IF NO) Let’s do this, why don’t we just schedule a time for us to get you some clarity so you don’t waste your time and if for some reason your spouse can’t make it just call me a head of time, sound fair?”

## **“Not sure what I’m looking for yet”**

**Realtor:** That is exactly why I am here! Getting you clarity, answers and a game plan to get into the home that fits your lifestyle for the right price. What we’ll do when we get together is go over everything so that you don’t WASTE time. We’ll talk about the things that you feel are important, and the things you feel aren’t. We’ll determine any areas or types of homes you want to eliminate. You’ll find, like most, that there are things you probably never considered that may be important to you! We’ll never try to sell you anything and you’re never obligated to buy! That being said, (Close)

## **“I’m too busy or I don’t have time”**

### **(version 1)**

**Realtor:** I can appreciate that. I’m sure you’re super busy and that’s why I’m offering this free service to you. Our VIP Buyer’s service will only send you properties that meet your criteria. That way, you’ll know exactly when they come available and you won’t have to look at all the different websites, real estate books, 100’s of emails, and/ or calls from 100’s of real estate agents to see if a property works for you or not. When can we get together for about 15 minutes where I can find out exactly what you are looking for in a home and get you set up on the VIP Buyer’s program? From there, you will get listings emailed to you on a regular basis.

### **(version 2)**

**Realtor:** I can understand you’re busy and your time is valuable, and that’s EXACTLY why I’m calling. We have a VIP Buyer service that will ensure that you don’t WASTE your time by scouring the newspapers, magazines, and Internet on a daily basis looking for new listings, our Team will do all that for you. All we have to do is get you setup in our specialized search, where we send you properties that are on the MLS, and more importantly those great deals that aren’t on the MLS like Estate Sales, Distressed Properties, Auctions, Price Reductions, etc... Doesn’t that make sense? (Go to close)

## **“When we see it, we’ll fly in and buy it”**

**Realtor:** Perfect, so let's get clear on what it is you are looking for. 3 or 4 Bedrooms? (Then go into the script)

## **“Too far out or Year+ out”**

**Realtor:** That is exactly when people start looking. Curious, is there a purpose for that timeline? Is there something in the next X months that would be able to buy? So, what are you looking for 3 or 4 bedrooms? (Go back to Script)

## **“Only interested in that property”**

**Realtor:** We'd be happy to show it to you! What do you love about the home?

**Customer:** Answer

## **Go back to script/close**

The owners have requested that the property only be shown to buyers that have been pre approved by a Reputable Mortgage Company. Would you be able to email us a copy of your pre-approval so we can get that all setup for you? Or, when can we get together so I can help you with getting pre-approved and at the same time, I'd be happy to print out all the listings that meet your criteria... (Go to close)

# NOTES Objectives

# “Listen to understand, not to respond”

NOTES  
Objections

# Closing is not a technique, it's an attitude built through confidence.

## Asking for the appointment

“The next step in the process is super simple, lets set up a quick meeting...this way we can show you our strategy and bring a list of handpicked homes. What works better for you Tuesdays or maybe Thursdays?”

If they still are hesitant of having an appointment use one of these...

### **Clarity Close:**

If you are having trouble knowing what to ask always remember the 5 W's and see what one you need. “I totally get it, I just want to make sure that you have the right person with the right strategy for the right time. Does that work?”

If you are having trouble knowing what to ask always remember the **5 W's** and see what one you need.

**“What?”**      **“Where?”**      **“When?”**

**“Who?”**

**“Why?”**

# Pre-closing Analogies

## **Brain Surgery:**

(Buyer first name), If you were in desperate need of brain surgery, would you want a doctor that took the time upfront to create a good strategy to ensure the best outcome? (Yes) It's no different when making one of the biggest and most important investments in your life. When buying a home, if you spend the time upfront like smart home buyers do, you'll save lots of time and money by creating a plan of action.

## **Murder Trial:**

(Buyer first name), If you were on trial for a murder you didn't commit, would you want a lawyer that created a good strategy before showing up for trial? (yes). Then it's probably safe to say that you'll agree that creating a smart home buying strategy upfront can also save you thousands of dollars and save you lots and lots of time by locating the property a lot faster.

Doesn't that make sense? Pre-closing Analogies

## **Ok job vs Great Job:**

(Buyer name), When you decide to move forward with the purchase of a home, would you want a Realtor that does just ok, or would you want a Realtor that does a great job? (Great job) Right! We want to do a great job for you and not only earn your business but also earn the business of your friends and family through referrals. We can accomplish this by spending some time upfront getting to know your wants and needs, must haves, and non-negotiables up front, thus creating a smart home buying strategy.

Doesn't that make sense?

## **Language**

The language that you use is critical NEVER say, “No worries” or “No Problem”. Take those out of your vocabulary immediately and replace with, “My Pleasure!”

## **Assume**

Do not assume ANYTHING about the lead (not if they want good schools, if they have a husband or wife, etc.)

## **ALWAYS**

Tell customers, “I look forward to earning your business” and/or “I look forward to serving you”.

## **Moving**

When asking when they might be making a move and they say they “don’t know”. Say this: “If you had to guess, when do you think it might be? OR If everything was perfect, when would the ideal time frame be?” OR if they say they are moving in “X” time, say “Perfect, that’s exactly when people start getting their strategy together”

## **Lifestyle / Interests**

When customers are trying to decide where they want to land ask questions about their interests, (boating/fishing, golfing, biking, etc.) and offer suggestions. For example, if they enjoy boating & fishing you would recommend Cape Coral. “The Cape has more canals than anywhere else in the world...even Venice, Italy! With over 400 miles of canal, the Cape is considered to be a Waterfront Wonderland.”

## **Zillow/Trulia**

When people mention they've been searching anywhere other than our site. Always let them know why our site is better. Here's where a short story helps - “I've had numerous customers call me over the years, and they get REALLY excited over a home that they saw on Zillow or Trulia, and I look it up only to find out it sold 6 month or a year ago.

Our website updates from our Realtor MLS every 5 minutes, so they're always going to get the latest and greatest information on our website. When a property goes off the market, and is no longer available, it will automatically disappear from our website.” You do want to have the most relevant data, don't you? Offer to send data.

## Other Important tips

### Things to tie down a small yes to create a big YES:

“Makes Sense?”

“Wouldn’t you agree?”

“Sound good?”

“Fair enough?”

“Just Curious”

“Does that work?”

### Quick Reminder:

You may only have 1 chance to speak to them, take your shot!

### The script is simple...

- Opening line
- 3 whys for every what
- Close (VALUE)

If you catch yourself thinking of the next question to ask, just remember the **NEXT QUESTION** is being presented in their **CURRENT ANSWER!**

**Ask better questions,  
get better results.**

## 10 steps to conversion

**1:** Prep

**2:** Simplify the opening line

**3:** 3 **WHYS** deep for every **WHAT**

**4:** Best way to be interesting is to be interested

**5:** Closing is an attitude, confidence is a skill, so **BUILD** it

**6:** Look at a “NO” through a different lense...**NEXT!**

**7:** Your income is proportionate to the questions you ask your prospects, and your quality of life is proportionate to the quality of questions you ask yourself - **create sales journal**

**8:** To increase your pay increase your roleplay

**9:** Find their true pain or pleasure. Their first why is always a lie

**10:** You have one shot at life, take advantage of it, be the best at what you do. Change your life and your families lives through what you do

**To be interesting...**  
**Be interested.**

# Follow up Concept

## 1. Phone Follow-Up Script (Buyer Lead)

“Hey [Name], it’s [Your Name]. glad to connect again. Last time we talked, you mentioned [insert their goal]. have you seen the homes we been sending with things that match?

IF NOT- Ok, we have some options off market to we can find, lets dive back in to what you need..Then go into it

OR EVEN BETTER, BRING ONE ON THE CALL TO WALK THEM THROUGH

The reason I ask is because the more I understand your exact situation, the better I can serve you—not sell you. My job is to make sure the process lines up with your motivation, not push you into something that doesn’t fit.”

## Buyer Follow-Up (They Asked for the Call)

“Hey [Name], thanks for taking the time to connect again. When we last spoke, you mentioned [their goal—like needing more space, moving closer to work, etc.]. Did you see any other properties we have sent? OR EVEN BETTER, BRING ONE ON THE CALL TO WALK THEM THROUGH

Then create NEXT STEP

## Follow up Concept

### 3. Text Follow-Up Script (Ghosted Lead)

“Hey [Name], I know life gets busy—curious, are you still thinking about [buying/selling goal] this year?

No pressure—I just want to make sure I understand your situation so I can actually be helpful, not just another agent bugging you.”

### 4. In-Person Conversation (Open House or Networking)

“Out of curiosity, what’s got you exploring homes right now? What would moving solve for you or your family?

On a scale of 1–10, how urgent does this move feel for you today? What would make it a 10?”

### 4. Past Client / Sphere Check-In

“Hey [Name], I was thinking of you and wanted to check in. What’s been the biggest change in your living situation over the past year?

If you could wave a magic wand, what would your ideal living situation look like right now?

The reason I ask is because sometimes people don’t realize how much equity or opportunity they have—and I want to make sure you’ve got clarity on your options.”

**If you give a man a fish,  
he'll eat for a day.  
Teach a man how to fish,  
you'll feed him for a lifetime.**

## NOTES

A diagram consisting of a series of horizontal black lines. Between the second and third lines from the top, there is a light gray shaded area. This shaded area is bounded by two diagonal lines that meet at the center of the second line. The area is shaded with a light gray color, and the lines are black.



**Let's stay in touch!**

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