

**PHONE ATTACK SCRIPT FOR APARTMENT COMPLEXES**  
**(either by foot or phone)**

CALLER:

Hello.

DANIELLE:

Hi Mrs. Miller, this is Danielle Kennedy from Liberty Real Estate. Are you presently renting your apartment (or home)?

CALLER:

Yes.

DANIELLE:

Do you really prefer renting over owning a home or condominium?

CALLER:

I would love to buy one, but I don't think I can afford it.

DANIELLE:

Well, I'd love to stop by and go over the Own Vs. Rent form. It answers a lot of questions about how you could convert to home ownership. Do you think you'd like me to send that to you? (Realtors make a pro/con sheet on owning vs. renting a home.)

CALLER:

Sure, that would be fine.

DANIELLE:

And then, after you receive it, I'll call back in a day or two and see if you have any questions.

CALLER:

Great.

DANIELLE:

Thanks so much!

*NOTE:* Many people really *can* afford to buy, but they're just unaware. It's a great public service you can provide when you give them information regarding ownership.

Of all of the prospecting and farming secrets I've shared, the most important source of business is always the past client who already loves and trusts his/her particular salesperson. With a past client you have a satisfied individual and a mentor all wrapped up into one package.

You can make a warm call to a past client employing both the "I Have Got A Problem" script and a new script called "The Double Responsibility" script. This is so powerful in building an army of supporters who brag about you throughout your community. They can be at social events that you cannot attend and they are in powerful places you don't know about. But you can't take it for granted that they will spread good rumors about you. As you will notice in "The Double Responsibility" script, you must train the mentor to sell you in these secret spots you can't get to.

In the following dialogue, we'll start with the "I Have Got A Problem" script and then move into "The Double Responsibility" script.

***"I HAVE GOT A PROBLEM"***  
***and***  
***"THE DOUBLE RESPONSIBILITY" SCRIPTS***

CALLER:

Hello, Dr. Jones.

DANIELLE:

Hi Jack. This is Danny, boy, have I got a problem.

CALLER:

Hi Danny, what's up?

DANIELLE:

Well, right now I have a ton of really outstanding properties and I need to meet more people who want to either move up or into the area. You've been so great to me over the years, I thought it might be worth a call to see if you have any hot tips for me today.

CALLER:

You know, it's funny you should call me today. Joan and I were talking about you last night to our family doctor and one of my colleagues, Bill Brown. He lives in the community, do you know him?

DANIELLE:

I sure do. As a matter of fact, one of my competitors has sold him properties through the years. Boy, that's one hot prospect. I'd love to be able to call mine.

CALLER:

Well, we may have some good news for you. You might be able to call him your prospect soon. I told him to contact you. He wants to sell his house and move into a custom over by the golf course.

DANIELLE:

But Jack, you didn't hear what I said. He works with a competitor of mine. There's no way he'll work with me.

CALLER:

Danny, Danny, I'm surprised at you. Don't give up so easily. He's not at all satisfied with the service he's getting from that Realtor anymore. Claims she's getting too big for her britches, says he doesn't get the appreciation, the follow up, the attention to details that he used to get from her. He's going to give you a call!

DANIELLE:

Oh! That is terrific! I can't tell you how much I appreciate you telling them about me. You have a million other Real Estate agents to choose from and you're still calling me. I'll tell you, I'll never let you down. It sounds like the good doctor's agent has forgotten who her friends are. You know, I have a *double responsibility* now. I have to do a good job, not only for the doctor and his wife's sake, but for you and Betty's sake because your name and reputation are on the line. Now Jack, this may sound stupid, but what have you and your wife especially liked about doing business with me through the years?

CALLER:

Well, we always *talk* about how we never get the impression you were merely after the commission or after the buck. Remember it took us three months working with you weekends and nights to find our dream home. You were so patient, we brag about you all the time wherever we go.

DANIELLE:

Oh, thank you Jack. But I have to ask you a favor. Can you do a little more bragging to Bill Smith in say - the next two to three hours? If you call him before I do, my conversation with him will go so much better. If you haven't done so already, tell him what you just told me about doing business with me when I sold you your house. He'll feel a lot safer and he's more apt to tell me the truth about what I can do for him when I do call him.

CALLER:

No problem, Danny. I'd love to do it.

DANIELLE:

Oh, thanks Jack!

LUCKY ME! I've got a mentor doing half the work for me. But it's not luck that really brought me there. It's the power of the third party connection.

If two or three agents are being considered by a prospect, they will always choose the safest way. (That's when a neutral third party like Jack, someone they respect, tells them the way to go.)

Cultivate these kinds of supporters. It's easy when you do a good job and people tell you so, take it one step further and ask them to sell you to the masses.

**REMEMBER:** The whole key to a good prospect call or visit is to get to the truth with the prospect as quickly as possible.

**SCRIPT CONTINUED**  
*(calling the prospect or lead)*

LEAD:

Hello.

DANIELLE:

Hi, Dr. Brown. This is Danielle Kennedy that Jack was telling you about.

LEAD:

Hi Danny, it's nice of you to call back so soon.

DANIELLE:

Well, I have a double responsibility now. I have to do a good job not only for your sake, but Jack and Betty will kill me if I don't take good care of both you, your wife and your family.

**I'VE GOT IT MADE!** With a third party mentor, an instant trust comes into play. Use this script with all past clients, friends, families, influential people who brag about you. It helped me build a 100% referral business inside of four years.

**“HOW TO GET TESTIMONIAL LETTERS” SCRIPT  
(AFTER THEY COMPLIMENT YOU ON A JOB WELL DONE)**

DANIELLE:

Can you please have your secretary type those comments in the form of a testimonial letter over the next 24 hours?

CLIENT:

Sure.

DANIELLE:

Great. You see I go out on job interviews everyday, when I talk to new prospects. No one would ever go on a job interview empty-handed with no reference letters. That's why I need your endorsement fast. It will put my new prospect at ease. By the way, do you feel I was worth the fee you paid for my service?

CLIENT:

Of course.

DANIELLE:

Can you mention that in the letter! We really earn our fee in this business, but a lot of times people I work with find that out farther into the relationship. Your comments will give them the confidence to give me a full fee commitment in writing up front.

Be creative, use the scripts in this workbook and also come up with new phone attack scripts on your own!

Refer to “*Uptime*” chapter in my book *List and Sell Real Estate*.

# The Buyer Lead Follow Up Script



Hi, I'm looking for \_\_\_\_\_....Hi \_\_\_\_\_ this is \_\_\_\_\_ with \_\_\_\_\_...How are you today?

(Name) I'm following up to let you know...I've found some great homes that I think you are going to love...and I was calling to see...when would be the best time for us to get together...to look at these homes?

By the way...have you seen any homes that you liked since we spoke last? (x) Terrific!

(Name) any changes with your loan...that I should know about?

What would be the best time for us to get together... \_\_\_\_\_ or \_\_\_\_\_?

# How I Work With Buyers Script



1. Hi (Names)... thanks again for coming down to our office...I'm excited about helping you buy a home...
2. (Name)...I wrote down a couple thoughts and questions...I'd like to share with you before we start...okay?
3. Have there been any changes to your loan?
4. (Names)...let's confirm the house you'd like to buy...it's a (\_\_\_\_) bedrooms... (\_\_\_\_) baths with (all criteria)...did I leave anything out?
5. Here's the great news...because I've previewed HUNDREDS of homes...based on your wants and desires...I've narrowed our focus down to (\_\_\_\_) homes for you to see...sound good?
6. Let me explain how this will work...I will take you out today...show you ( # ) homes...we'll pick one...and if everything goes as planned...you'll own it...are you excited about a house today? (Sound Good!)
7. (Name) is there any reason why you can't...move forward...and...buy a home today?
8. After we select a home...we will...write an offer (today)...I'll present the offer to the sellers...and if accepted...we'll move forward and close the deal... okay?
9. I have a team of affiliates I work with...their job is to make sure your transaction goes through smoothly... from start to finish...that's nice to know...isn't it?
10. (Names) based on what I've told you...do you have any questions about this process?
11. I'm excited about helping you buy a home...let's go take a look...



## Referred Buyer Script

Hi...I'm looking for (name)...Hi (name) my name is \_\_\_\_\_ with \_\_\_\_\_...How are you today?

(Name) I was speaking with (referral giver) about a few properties we have for sale and she/he mentioned to me that you were interested in buying a home...is that correct? She/he had asked me to give you a call and find out how I could help...so ...tell me...

1. How long have you been looking for a home? (x) Wonderful!
2. Have you seen any homes you're interested in? (x) Great!
3. Describe the home you'd like to buy... (bedrooms, bath, square footage, etc...)
4. What price range are you looking in? (x) Perfect!
5. How much of down payment are you working with? (x) Excellent!
6. Have you met with a mortgage broker/lender? (x) Great!  

**(If Yes)**...Terrific, who are you working with?  
**(If Yes)**...What did they tell you?  
**(If No)**...I work with a number of great lenders...shall I have one give you a call?
7. (Name) will you need to sell an existing home...to buy the next one? (x) Terrific!
8. Tell me...why did you decide you...buy a new home? (x) Good for you! / Ouch!
9. I'd love to help you buy a home...Are you aware it could take 1 to 2 months in this market to buy a home...and move in? (x) Great!
10. So... my question is do you have to be in your new home in (time)...or do you want to start the process then? (x) Wonderful!
11. Fortunately... to get you one step closer to (location)... all we need to do now is simply...set an appointment...so I can help you get what you want...in the time you want...won't that be great?
12. What would be the best time for us to get together and start the process... \_\_\_\_\_  
or \_\_\_\_\_?

# MFO The Center Of Influence Or Past Client Script



*(You are calling people you know!)*

Hi... I'm looking for \_\_\_\_\_ ... Hi \_\_\_\_\_ this is \_\_\_\_\_ with \_\_\_\_\_ ... how are you today? (X) Terrific/Really

Today's call is about business... do you have a quick moment for me?

(Name)... I need your help... as a professional real estate agent... I have a goal to help (X) families ... buy a home...sell their existing home...or buy a second home and I was wondering... who do you know... that needs my help in the next 30 days? (X) I appreciate you taking the time to think about it!

Can you think of anyone in your (church group, family, neighborhood, and office)... that may need my services at this time? (X) Great!

Would you mind if I gave them a call?

By the way... when do you plan on moving? (X) Terrific!

**Optional: (Establish this relationship, say this only the 1<sup>st</sup> or 2<sup>nd</sup> time)**

(Name)... I've set a real high goal for myself this year... and I would love any help you can offer me in achieving them... so... would you mind if I check in with you periodically to see if there's anyone you know who is interested?

## **“CAPTURING & QUALIFYING” SCRIPT**

**DANIELLE:**

Bud & Laura Seton, so nice to meet you, I'm Danielle Kennedy.

**BUD:**

Nice to meet you.

**DANIELLE:**

Take you a long time to get here?

**BUD:**

Well, yes it did, but we're hoping it's worth it.

**DANIELLE:**

Oh, me too. Time is too valuable to waste. Nothing would be worse than to spend hours looking at homes that won't interest you or that aren't in your price range, don't you agree?

**LAURA:**

I'll say. In fact, that's exactly what happened last time. It can be very frustrating, Danielle.

**DANIELLE:**

Oh, believe me, I understand. As you know, buying a home is a big decision. It's probably the biggest investment you'll make. So, you need to know exactly what you should invest in a home. This is one of the things we should do even before we go out looking. It'll make things a lot easier and save lots of time.

**LAURA:**

How do we figure out how much we're supposed to spend?

**DANIELLE:**

Well, one of my jobs is to help determine how much you should invest in a home. That's why my company has prepared this handy "Buyer's Analysis Guide". It'll help you and me discover the price range that suits you best.

**BUD:**

You know Danielle, there's a lot of Real Estate language we don't understand.

**DANIELLE:**

Oh, a lot of people don't, Bud. That's why we have a glossary at the end of our guide. It explains many of the terms that people often don't understand when they're buying Real Estate.

LAURA:

Oh, that's a great idea.

DANIELLE:

And the guide includes a worksheet that your lender will use to determine the payments that you could afford. You'll know exactly where you stand, even before we leave the office.

BUD:

Oh, that'll be a nice change. With our last house, we were constantly getting calls about information we just didn't understand.

LAURA:

And had to comply with. We feel like we should know these things from the very beginning.

DANIELLE:

Absolutely, and we won't let that happen this time. First, let's go over the Buyer's Analysis Form. This will help me get to know you just a little bit better so I can picture properties in my mind that'll excite you!  
Is this your first visit to our community?

BUD:

No, we've been out here before.

DANIELLE:

Great! How long have you been looking for a home?

LAURA:

It's been about 2 weeks.

DANIELLE:

About 2 weeks . . . How many in your family?

BUD:

There's four of us.

DANIELLE:

2 Children?

LAURA:

Yes.

DANIELLE:

Ah, what are their names and ages?

LAURA:

Shelley and she's almost ten, and Sean is seven.

DANIELLE:

Sean is seven. What do they like to do? Does that seven year old like baseball?

BUD:

Yeah, Sean loves baseball. In fact, he's playing T-Ball right now.

DANIELLE:

Oh, we have all that kind of stuff in the community. Very recreational oriented. How's the uh — oh! I know what I want to ask you! Are you investing in your home or do you rent?

BUD:

No, we have invested.

DANIELLE:

Do you both work?

LAURA:

Yes.

DANIELLE:

What do you do, Laura?

LAURA:

I'm a teacher.

DANIELLE:

How long have you done that?

LAURA:

Going on 15 years.

DANIELLE:

Wow! And a dedicated one, I would say! How about you, Bud?

BUD:

I work in advertising.

DANIELLE:

Which one or how long?

BUD:

Well, this company, I've been with for about 6 years now.

DANIELLE:

Uh huh. That's great. Will it be necessary to sell your home in order to purchase the next one?

BUD:

Yes.

LAURA:

But I understand that things are rather slow right now.

DANIELLE:

Have you talked to a realtor in your area to get that information?

LAURA:

No, some friends of ours, the Jensons, well you remember — we talked to them at Sunday brunch last week.

BUD:

Yeah, right. Oh yes! They said it was pretty slow right now.

DANIELLE:

Well, a lot of people say a lot of things, as far as Real Estate goes. I think it's better if we talk to a realtor direct. I know of an excellent company out there and an excellent agent who could come out and do a market evaluation and really direct you. We could talk with them and get it straight from the horses mouth. They really know the current values, but first let me go over some of the information that I've gathered together from the lending institution to help guide you.

LAURA:

And then we'll know how much we should go out and spend?

DANIELLE:

Pretty much, it'll be awfully nice to know before you go out looking, I think.

BUD:

It's better than just taking a stab in the dark, and then just hoping for the best.

LAURA:

Yeah, usually he wants to spend too much and I don't want to spend enough.

DANIELLE:

Oh my goodness, sounds familiar. I think it's important to know what you can afford because you really don't want to over buy or under buy. Your home is too important to choose haphazardly. Let's look at the form. But let me ask you, do you folks know what you can afford or do you think you'll need some counseling?

BUD:

I think we'll need some counseling.

DANIELLE:

Great, well, I have just the form that will help us here. This is called the "Lender Qualifying" form. For instance, on the left hand side of the page, it gives us an annual income of a family that earns approximately \$42,000 a year and brings it all the way down to what they can afford. On this side, we have the Setons and we'll get all the information from you and soon we'll be to the bottom of the page and know your estimated affordable price range. And, bingo! Before we go out, we'll know what we're up against.

LAURA:

That's good.

DANIELLE:

After that we'll take the "Buyer's Net Sheet" and select a price range, break it down to the required down payment, what your monthly investment will be at the current interest rate, what your closing costs will be and we'll have a much more confident feel as far as range when we're out in the market place looking.

BUD:

Alright! Let's do it!

DANIELLE:

Okay.

*NOTE:* Ask personal questions.

What a great way to take the guess work out of house hunting. New agents please review this tape over and over. This is where I had my worst time as a new Real Estate agent.