

“CORRECT AD CALL” SCRIPT

DANIELLE:

Thanks for calling Peachtree Properties. This is Danielle Kennedy, can I help you?

CALLER:

Yes I noticed your ad in the paper today and can you tell me a little bit more about that house?

DANIELLE:

Let's see. We have two separate papers advertising for us today. Let me ask you two quick questions: Was it the Register or the Tribune that you saw the ad in, and to whom am I speaking?

CALLER:

My name is Mary and I saw the ad in the Register this morning.

DANIELLE:

We have one ad in that paper today featuring a really nice four bedroom, three bath, tri-level that's a pleasure to preview. But this may not be what you need. I must ask you a quick question. Where will you be in the next five minutes?

CALLER:

Here, I guess.

DANIELLE:

Great . . . I want to grab that file off of another agent's desk and give you more details on it and then I'll give you a quick overview of some of the other outstanding values that we offer. Can I have the privilege of having your phone number Mary, with no obligation of course, so I can give you an instant call back with the facts?

CALLER:

Sure, my number is 848-0065

“CORRECT AD CALL (ON-HOLD)” SCRIPT

DANIELLE:

Thanks for calling Peachtree Properties. This is Danielle Kennedy, how can I help you?

CALLER:

Yes, I noticed your ad in the paper today. Can you tell me a little bit more about the home?

DANIELLE:

Yes, now we have two separate papers advertising for us today. Let me ask a couple of quick questions, was it the Register or the Tribune? Who am I speaking to?

CALLER:

My name is Mary and I saw the ad in the Register.

DANIELLE:

Thanks Mary, I am going to put you on hold for just a few seconds while I get that file of information.

(ON HOLD FOR 6 SECONDS.)

DANIELLE:

Mary, another agent has that file right now. Will you be where you are right now, say - for the next five minutes?

CALLER:

I can be, I guess.

DANIELLE:

I promise I'll call you right back. If I can have the privilege of knowing your last name and phone number Mary, so I can give you accurate information in less than five minutes I'd really appreciate it.

“YOU MUST GIVE OUT THE PRICE” SCRIPT

CALLER:

Hello.

DANIELLE:

Hi Jim, this is Danielle, I told you it wouldn't take long!

CALLER:

Okay, so what's the price?

DANIELLE:

(He's impatient . . .don't aggravate him any further . . .
Use this "If You Must Know the Price" script now!)

DANIELLE:

Two hundred twenty five thousand dollars, is that what you had in mind?

CALLER:

Are you crazy! I didn't want to go over one hundred fifty thousand dollars.

DANIELLE:

Oh that's terrific! We have several wonderful properties at that price range too.

CALLER:

Really?

DANIELLE:

Absolutely! Are you calling from your home or are you already out looking? . . .

PHONE ATTACK SCRIPT FOR "CRISS CROSS DIRECTORY COLD CALLS"
(great openers and ice breakers)

DANIELLE:

Hi, Mrs. O'Brien. This is Danielle Kennedy from Oasis Real Estate . . . I've got a problem. We keep selling everything we get our hands on over here in your neighborhood. Right now we have a lot of qualified buyers. Have you heard of anyone who might really have to move away?

CALLER:

No, I haven't.

DANIELLE:

Thanks for talking to me. You know what I'd like to do? Can I drop you a scratch pad in the mail with my company's name and phone number on it and if you ever hear of anyone who may need a top notch Real Estate agent or company, I hope you will remember us at Oasis.

OR THEY MIGHT HAVE SAID . . .

CALLER:

So, stuff is really moving around here, huh? What's a three bedroom going for?

DANIELLE:

Well, are you near Elm School and the park?

CALLER:

Right around the corner.

DANIELLE:

That's a hot area right now. If you want, I can stop by with my guidelines to market value and give you the latest trends, with no obligation.

CALLER:

Well, I didn't say I wanted to move.

DANIELLE:

Oh, I understand that, but lots of people are curious about their property value. That's why I provide this information with no obligation. Which do you think would be more convenient to stop by, evenings or weekends?

CALLER:

Well, just drop it in the mail.

DANIELLE:

Okay. Then after you receive it, I'll probably call back to see if you have any questions.

CALLER:

Fine.

DANIELLE:

Thanks so much Mrs. O'Brien.

NOTE: Don't be discouraged, you're planting a seed.