

IF SOMEONE ASKS WHY YOU'RE CALLING / HOW YOU GOT THEIR NUMBER

- Note that we work hard for our clients, and that we are calling because Coldwell Banker has buyers that are interested in homes just like theirs.
- Say that in the current market, their home may sell for more than they think! You just wanted to see if they had any interest in a Free Home Valuation.
- Point out that homes in their neighborhood are selling quickly.
- Mention that we got their number out of the phone book. (or whitepages.com)

IF YOU GET A NEGATIVE RESPONSE

- This will happen. That's ok! Just apologize and end the call.
- Make sure to note this. We will make sure to not call them again.

TOP 5 REASONS WHY THEY SHOULD SELL WITH CB/YOU

1. Talk about how CB is performing in the market.
2. We aggressively market our listings online, including on social media, using tools that no other area companies have.
3. Access to proprietary marketing and home-selling technology.
4. Talk about your company Coldwell Banker Schmidt Family of Companies. Our owners have been selling real estate for over 92 years, supporting over 1,700+ agents in MI, OHIO, FL & US Virgin Islands. Our marketing department and support staff offer local expertise and knowledge in any of your real estate needs. We have been named by real trends the top 25 real estate brokerages worldwide.
5. Ethical, hardworking, experienced agents.

Prospecting Script

You miss 100% of the listings that you don't call!

Hello, is [their name] available? My name is [your name] and I'm a Realtor with Coldwell Banker Woodland Schmidt, AJS, Realtors, etc. and I'm calling because **the real estate market is very active right now and lots of buyers are interested in homes just like yours. I was wondering if you have you ever given any thought to selling your home?** [PAUSE -- let them respond!]

IF YES, THEY MIGHT CONSIDER SELLING - MEETING ASK

Great! Do you have 20 minutes to meet with me any time in the next week? Which day would be most convenient for you?

IF NO, THEY WON'T CONSIDER SELLING

Lots of homes are selling for above their assessed value right now. **Would you (or someone you know) be interested in simply knowing how much your home might sell for in the current market? I could provide you with a free home valuation and comprehensive market analysis. No obligation!**

IF STILL NO

Ok. I'd be happy to send you my contact info so that you can reach out if you ever have any other questions, or real estate needs in the future. **What is a good e-mail address where I can send you my information?**

OR --> **Do you have any other questions about the current real estate market?** I'd be happy to answer any questions you have about interest rates or recent sales in your neighborhood; now, or at a later date.

CLOSING

Thank you very much for your time. If you happen to think of anyone who may need a Realtor please give me a call. (PAUSE)

Once again, my name is [name] and I'm with Coldwell Banker Woodland Schmidt, AJS, Realtors, etc. My number is [phone number].

SAMPLE SCRIPT: FSBOs

Hi, my name is ____ . I'm a real estate agent with (brokerage name). I noticed that you are selling your house and I'd like to schedule a time to preview it.

[I don't want to list with an agent. I completely understand that. If you wanted to list with an agent, you would have an agent's sign outside, correct? However, as a specialist in the area, I like to keep up-to-date with all the houses for sale. That includes both MLS listings and privately marketed properties like yours.

If you allow me to look at your house, I would be able to see if it matches any of my buyers' needs. In addition, I will be happy to provide you with a current market update on all the houses in your price range that you are currently competing with. How does that sound?

I can see you today at ____ or tomorrow at ____ . Which is better for you?

[I don't want to list with an agent.] I completely understand that! I want to help you, so I'm going to send you ____ (item of value, for example comparables/buyer checklist). And if it's OK, I'll follow up to see if there is anything else I can help you with.

If they don't answer, send a text:

Hi, this is ____ (your name). I'm a real estate agent affiliated with (brokerage name). I see that you are trying to sell your home on your own and I would like to have the opportunity to preview your property for potential buyer clients. Let me know if you could be available today or tomorrow.

Follow Up

Hi, this is ____ . I called you ____ (date of call). I'm just checking in. Did you get my ____ (item of value). Anything I can help you with? For example, have you gotten any questions you didn't have the answer to? It sounds like you are doing OK so far. But I'm curious. If price is still holding you back from working with a realtor, let me share that in our market, most sellers actually end up netting more when they work with an agent because the agent can negotiate on their behalf. I'd appreciate the opportunity to show you my marketing plan, and what I do to get properties sold fast and for top dollar. Is that fair?

SAMPLE SCRIPT: EXPIREDS

Just Expired

Hi, this is ____ (your name). I'm a real estate agent affiliated with (brokerage name). I see that your home is no longer listed for sale, is that correct? (Yes) I'd like the opportunity to show you what I do differently to get properties sold. (If you have a successful track record, tell the seller now.) I'm proud to say that I've helped (or talk about the successes of the office) many sellers get their houses sold after they'd been unsuccessful with a different agent.

Could I come over at ____ or ____ when both you and your significant other would be home? It would take no more than thirty minutes.

Expired 3-6 months or more

Hi, this is ____ (your name). I'm a real estate agent affiliated with (brokerage name). Our records show that you had your house on the market ____ (number of months) ago. I thought that I would reach out and see if I could give you an update on what the value of your house is now. The market has changed in the last ____ (number of months) and it could be time for a fresh look-your house may have a better chance of selling now.

Could I come over at ____ or ____ when both you and your significant other would be home? It would take no more than thirty minutes.

If they don't answer, send a text:

Hi, this is ____ (your name). I'm a real estate agent affiliated with (brokerage name). I see that your house is no longer on the market. I'd like the opportunity to show you what I do differently to get properties sold. Are you available this afternoon?

SAMPLE SCRIPTS: CIRCLE PROSPECTING

(In person or on the phone)

In a Sellers' Market

Hi, my name is ____ . I'm a real estate agent affiliated with (brokerage name). I have some good news to share about the neighborhood. (choose the best news)

- Houses in this neighborhood are selling for 8 percent more than at this time last year.
- A house just sold in only ____ (number of days).
- A house just sold for ____ (dollars above listing price).
- A house just sold with multiple offers, and now we have ____ (number) buyers who still want to buy a home in this neighborhood.
- Who do you know in this area who is thinking about moving? I'd like to share how I help sellers get the most amount of money for their property in this market.

In a Buyers' Market

Hi, my name is ____ . I'm a real estate agent affiliated with {brokerage name}. I have some good news to share about the neighborhood. While there is a lot of news that the market is not strong, I am having success selling properties. In fact, I just sold the house (name location). Do you or anyone you know in this area want to move? I'd like to share how I help sellers get the most amount of money for their property in this market.

SAMPLE SCRIPT: CALLING A REFERRAL

Hi, my name is ____ .. I'm a real estate agent affiliated with (brokerage name).

{Insert name of person that gave you referral) asked me to speak with you about your upcoming real estate needs. What can I help you with?

(If yes, make an appointment to meet.) Great, I'd love to help you with that. I can see you today at ____ or tomorrow at ____ . Which is better for you?

(If no, continue with script.)

Who do you know that is thinking about moving?

(If yes) Great! Thanks! Anyone else? Anyone who is changing jobs/graduating/getting married, etc.? Great. Can I use your name? I promise I'll let you know if they decide to use me as an agent, and I will take great care of anyone who is a friend of yours.

If anyone else comes to mind, please give me a call! Thanks!

(If no) Thank you for taking a moment to think about that I'd like to repay the favor.

You know, I send out some terrific items of value and updates to our friends, family, and past clients to keep them informed on the market. I would be happy to include you, free of charge or obligation of course-just great information. Can I verify your email address?"

If they don't answer, send a text:

Hi, this is ____ (your name). I'm a real estate agent affiliated with (brokerage name). ____ (name of referral) suggested that I give you a call because you are thinking of moving soon. Are you available to meet this afternoon or tomorrow?

SAMPLE SCRIPTS: YOUR SPHERE

Touching base

Hi, (name). This is (your name). How are you? What have you been up to? (listen) I'm great! (share).

Catching up with someone you haven't seen in a while

Hi, (name). This is (your name). I have been thinking about you because I wanted to make sure I am not dropping the ball on any of your real estate needs!

Continue with this script in either scenario

Do you have any questions or needs I can help you with right now? (Have needs) Great-I can help you with that. I'll get back to you, or (No needs) OK-please reach out to me when you do; I am always here to help!

Who do you know who is thinking about moving? Houses are flying off the market, and I am constantly looking to build my listing inventory. (Yes) Great! What's their contact info? Thanks! Anyone else? Anyone who is changing jobs/graduating/getting married, etc.? Great. Can I use your name? I promise I'll let you know if they decide to use me as an agent, and I will take great care of anyone who is a friend of yours. If anyone else comes to mind, please give me a call! Thanks!

(No) "OK, I appreciate you giving it some thought! And if you think of anyone, maybe people who are changing jobs/graduating/getting married, etc., please let me know!"

If they don't answer, send a text:

Touching base

Just wanted to say hi! How are you? Let's catch up. Call me when you are free.

Catching up with someone you haven't seen in a while

Hi, (name). This is (your name). I have been thinking about you because I wanted to make sure I am not dropping the ball on any of your real estate needs!