

SMART
Unlocking The Door To Better Living

**COACHING
SYSTEMS**

Script Book

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Lead Conversion Script

Hi _____, this is _____ from _____ group, here in _____.

I wanted to thank you for signing up on the website today. One of the best features on the site, as you'll notice is the saved search function. I am giving you a call to go over your search criteria so we can narrow down the listings we are sending your way to save you time.

1. So, what is it about your current home that isn't working for you that has you exploring other options?
2. How long have you been looking for a home in _____ for?
3. Tell me about the other areas you are considering.
4. Ideally what type of home are you looking for?
5. Who would make this move with you?
6. In a perfect world, when would you like to be moved into your new home?
7. What price range would you be most comfortable with for your new home? Who helped you arrive at that number?
8. In order to make this move, is there a home you need to sell first?
9. Talk to me about your previous experiences in Real Estate.
10. Other than what we have talked about already, what are you hoping to gain from this move?

I want to recap to make sure that we are on the same page. Is there anything that I missed?

I am going to take this information and create a personalized search for you. You should see it this afternoon.

I would like you to go ahead and start favoriting your top 2-3 properties, the 8/10's - 9/10's.

It makes sense that we get together on _____ at _____ o'clock and discuss the properties you selected. Also, we do need to review what our process is, in terms of the next steps, and the properties you like the most so we can build a plan around them.

Sign Call Script

**phone rings* and you answer.*

Typical client response:

“This is _____ (their name) and I saw your listing on 123 Main St. I would like to go and see it right now. Is it still available?”

Thank you so much for the call _____ (their name). I would love to get you in to show you that property. My sellers are amazing but do require 24 hours notice to show the home. What does your schedule look like for the next couple of days?

Before we meet, is it ok to ask you a few questions?

1. What is it about this house that stood out to you?
2. What is it about your current house that isn't working for you and has you exploring other options?
3. So, let me ask you, how long have you been looking for a home?
4. What is it about your current house that has you exploring other options?
5. Tell me about the other areas you are considering.
6. Who would make this move with you?
7. In a perfect world, when would you like to be moved into your new home?
8. What price range would you be most comfortable with for your new home?
9. In order to make this move, is there a home you need to sell first?
10. Talk to me about your previous experiences in Real Estate.
11. Other than what we talked about already, what are you hoping to gain from this move?

I want to recap to make sure that we are on the same page. Is there anything that I missed?

Let's tentatively book the showing for tomorrow at _____ o'clock. Let's meet at _____ o'clock, at _____ to review our process before we head to the house.

How does that sound?

“How’s The Market?”

Question:

“Hey _____, how’s the real estate market these days?”

Response:

“That’s a really great question, thanks for asking!”

“The market is really complex right now. There are quite a few moving parts. What part are you most curious about?”

- Typically it will be curiosity around: buying, selling, renting or investing. The script can be altered to accommodate either response.

Further Questions:

1. What is it about your current house that isn’t working for you that has you curious about the market?
2. So, let me ask you, how long have you been looking for a home in _____ for?
3. Tell me about the other areas you are considering.
4. Ideally what type of home are you looking for?
5. Who would make this move with you? -How does _____ feel about this move?
6. In a perfect world, when would you like to be moved into your new home?
7. What price range would you be most comfortable with for your new home? Who helped you arrive at that number?
8. In order to make this move, is there a home you need to sell first?
9. Talk to me about your previous experiences in Real Estate.
10. Other than what we have talked about already, what are you hoping to gain from this move?

I want to recap to make sure that we are on the same page. Is there anything that I missed?

I am going to take this information and create a personalized search for you. You should see it this afternoon.

I would like you to go ahead and start favoriting your top 3 properties, the 7/10’s - 9/10’s.

It makes sense that we get together on _____ at _____ o’clock and discuss the properties you selected. Also, we do need to review what our process is, in terms of next steps, and the properties you like the most so we can build a plan around them. on behalf of somebody you know?”

Expired Listing Script

Hello, this is _____ from _____ (agency) here in _____. Is this _____? I was looking on MLS last night and I saw you had a home for sale and it now has popped up as an expired listing. Let me ask you, did you sell your house, or is it actually still for sale?

(If NO) Are you doing anything right now or just going to hold onto it for the time being?

I know the area you are in and I saw that the home was listed for about _____ days. In the time on-market, did you get any offers at all?

We actually aren't allowed to call you when your house is on the market, even when we know that something may not be right, such as the marketing or the price.

As soon as I saw that it came off the market, I need to call you and ask you about a different approach that could get you a different result. If I can do that, would you re-list the home?

1. What is it about your current house that has you exploring other options?
2. Tell me about the areas you are considering moving to.
3. Ideally what type of home are you looking for?
4. Who would make this move with you?
5. In a perfect world, when would you like to be moved into your new home?
6. How did you pick the last agent you listed with?
7. Talk to me about your previous experiences in Real Estate.
8. Other than what we talked about already, what are you hoping to gain from this move?

I want to recap to make sure that we are on the same page.
Is there anything that I missed?

I am going to be in the area and I would love to stop by and catch up with you to review how we can do things differently this time around.

Are you available on _____ (date) at _____ o'clock?

Looking forward to meeting you.

For Sale By Owner Script

Hi _____, this is _____ from _____ group, here in _____. Is this the owner of the _____? I wanted to call today and ask you about the house you have for sale. I work with a lot of buyers and sellers in your area and I wanted to find out what I can do to help you.

1. So, let me ask you, how long have you been looking to sell your home _____ for?
2. When you sell this house, where are you going next?
3. How soon do you want to be there?
4. What is it that has you exploring a move?
5. How are you currently marketing your house?
6. How did you determine the price that you are asking for?
7. Talk to me about the flexibility you have at that price.
8. I have to ask, why did you decide to market this house on your own rather than hire an agent?
9. If you were to hire an agent, what would you expect from them?
10. Talk to me about your previous experiences in Real Estate.

I want to recap to make sure that we are on the same page.
Is there anything that I missed?

I would love to tell you about the marketing strategies that I use to sell homes in your area and how I can help you outperform the market.

It makes sense that we get together on _____ at _____ o'clock and discuss the strategies that I can put in place to get you the most for your house.

Voicemail Script

Hello, This message is for _____.

My name is _____ with _____.

I am a client care manager here on the team, working full time in our office to answer your texts, emails, and phone calls that come in from the website.

The reason I was calling today is I would like to thank you for signing up on our website _____ today.

Now that you are a member of the website you will receive daily property updates. The website will automatically save the first search that you performed on the website. The problem is that the first search is often not correct.

I wanted to talk with you about your home search so that the listings we are sending your way hopefully save you time in the future, rather than waste your time.

We are here in the office seven days a week, connected to the website, so please reach out anytime. Our number here is _____.

I will send you a quick email as well in case that is a better method of communication for now. Have a great day, and I look forward to speaking with you in the future.

Handling Common Objections

“The site forced me to sign up.”

Response:

“I totally understand and thank you for letting me know. This is a membership site because we have so much support behind it. It really is the best site to work with. We do need to help you set the site up initially. We want to keep the search relevant to what you are looking for to save you time.”

“I am just not ready right now. / I want to wait until ___ to sell.”

Response:

“I totally understand and thank you for letting me know. A lot of our clients have said that in the past. All the better reason to take advantage of the website. The best way to buy a home is to do the research first.”

“I still have renovations to complete.”

Response:

“Thank you for letting me know. A lot of our clients have said that in the past. Talk to me more about your renovations. What other clients have found in the past is that by me coming by the house, I can tell you the best areas to focus your renovation budget on to help you get the biggest return for your investment.”

“I need to sell my house first.”

Response:

“Great, thank you for letting me know, let’s work together to make sure we can help you out-perform the market and get the best price for your house.”

“I don’t have time to talk right now.”

Response:

“I understand but I don’t need a lot of time, but taking a few minutes now will save you time on your research later.”

“I am at work right now.”

Response:

“I understand that this may not be the best time. Most people would rather get paid to talk to me!”

***Say with energy and a smile. Don’t forget to laugh. ***

“I don’t want any more phone calls.”

Response:

“I understand, I can text you to make sure that I can save you time on your search if that works better?”

“My house isn’t ready to be listed right now.”

Response:

“Great, thank you for letting me know. Tell me more about what you feel the house needs to be ready for sale.”

“I think my house is worth more.”

Response:

“I understand that you want the most money for your home. I want the same for you as well. When would be a good time to sit down together so that we can discuss a strategy to out-perform the market?”

Remember:

When getting deeper into your objection handling, refer to the A.E.R.C. process.

If you come across a common objection that we have not discussed, let us know. We would like to add it to our list.

Feel Felt Found

Feel Felt Found is a simple way to navigate through common objections and smoke screens.

Feel

Acknowledge the feelings of the client. Thank them for sharing their feelings with you.

Example:

“Thank you so much for letting me know that you are just browsing.”

Felt

Let the client know that other past clients have felt the same way. What they are feeling, is not uncommon in a real estate scenario.

Example:

“We know a lot of our past clients have felt the same way.”

Found

Tell the client what you have found the most common solution to be based on past experience or expertise.

Example: “

We found that the best way to potentially look at a new house is actually to just browse and do the research first.”

Let’s put it together to see the full objection handler:

“Thank you so much for letting me know that you are just browsing.

A lot of our past clients have started this process the same way.

We found that the best way to potentially look at a new house is actually to just browse and do the research first.”

Buyers Prequal Script

Opening Statement/Getting Permission:

“Before we get together, I have a number of questions that I wanted to ask you, is that ok?”

1. Who will be making this decision with you?
2. How does _____(spouse/partner) feel about this move?
3. In your ideal world when would this move happen?
4. Have you had a chance to find out what you would qualify for?
5. What are the areas you have been considering?
6. What it is about this house that has grabbed your attention?
7. Tell me about the homes you have seen that you like.
8. In order for this move to happen, is there a home you would need to sell first?
9. What kind of experiences have you had with real estate in the past?

Recap:

I want to recap to make sure that we are on the same page. Is there anything that I missed?

Tip:

Do you know the details on pets, children, spouse, Banker/Broker, occupations, and hobbies? Have you built rapport and trust through understanding your client's story?

Sellers Prequal Script

Opening Statement/Getting Permission:

“Before we get together, I have a number of questions that I wanted to ask you, is that ok?”

1. What has prompted you to explore the idea of selling your home?
2. What major upgrades have you done to the home?
3. What is it about your home that isn't quite working for you now?
4. When this home sells, where do you plan on moving to next?
5. In your ideal world, when would this move happen?
6. Who is making this decision with you?
7. Are you planning on interviewing multiple agents?
8. What types of experiences have you had in the past listing and purchasing homes?

Recap:

I want to recap to make sure that we are on the same page. Is there anything that I missed? As part of our process, you will receive our pre-listing package that will go through our process that we use consistently to out perform the market.

****Confirm email address, house address, phone number, and correct spelling of names.****

Mortgage Broker Hand-off Script

Have you spoken to a mortgage specialist yet?
(if so how long ago?) (Bank or broker?)

Doing a mortgage pre-qualification is easier than ever with today's technology. It's very important to do because it allows you to focus your attention and time on the part of the process that you can control. Also doing this early allows you to tackle any potential roadblocks you would encounter securing a mortgage in the future. The worst feeling clients face is losing a great property over something that could have been easily avoided with a little more diligence earlier in the process.

What would be your hesitation or concerns with talking to a mortgage specialist as one of your early steps?

You would never go shopping, fill your cart, go to the till and ring it all up and then check if you have enough to buy it all. Buying a home is no different. Getting your qualification sorted out is very easy and costs nothing at all.

We have some really great recommendations that we can share with you to get you in touch with the very best mortgage specialists in our area, and as a bonus, we have them on board to offer our clients special perks! I will have them reach out to you so you can get in touch when it's convenient for you. When should I tell them to reach out?

Pre-Inspection Script

One of the best strategies to enable us to sell your home is the pre-inspection. One way we can get you into a proactive position with your home is knowing the issues with your home prior to hitting the market so we can:

- find the most cost-effective solutions to some of the known and unknown issues.
- be in the best position possible as we don't want any surprises.

Deals fall apart and money gets left on the table from surprises. Paying \$500 now for the pre-inspection will save you thousands down the road.

Cutting Commission

How to handle using A.E.R.C.:

Acknowledge:

“I can appreciate that question. Thank you for asking.”

Explore/Question:

“Can I tell you why that should make you nervous?”

Recommend:

“If an Agent will cut their commission that quickly with you, what do you expect they will do when they are negotiating on your home?”

“They have given up their ability to negotiate for themselves, they will give up negotiations on your behalf when difficult offers come in.”

“You are hiring me to list, market, and negotiate on your behalf, for the highest amount of money.”

“For this, I charge the fair market rate.”

Check for satisfaction:

“Does this make sense?”

Mayor Script

Hi, is this (their name)? It's (your name).

I don't know if you saw online, or on Facebook, but I have made a big change for my family and I recently

I have decided to start my own Real Estate business and I wanted to make sure that you knew.

We have great history together and you know that I do everything 100% and I would love to be your trusted Real Estate Advisor when the need arises.

I have invested a lot of time and resources to get my skills honed. Plus, I'm coached by a recognized agency and I'm with a phenomenal Brokerage.

I have a ton of support behind me and I'm exposed to a wealth of great information that you may find useful from refinancing, to renovations. For example, if you are remodeling a kitchen you definitely want to talk to a Real Estate Agent before you do.

I go in homes every day and help people make decisions every single day.

If you were to make a real estate change or decision, would I be the person you would call?

I would love to get together for a coffee this week and tell you more.

Does (date/time) at (location) work for you?

Open House Script

Welcome, I am _____ (your name) from _____ (agency) here in _____ (location.) And you are _____? Nice to meet you _____.

Thank you so much _____ (their name) for stopping by our Open House. What brought you into our Open House today?

Here's some information on the home and I'm looking forward to answering any questions you may have.

1. What brought you to our Open House today?
2. What is it about your current home that isn't working for that has you exploring other options?
3. What was it about this home that stood out?
4. Tell me about the other areas you are considering.
5. What is most important to you with a new home?
6. In a perfect world, when would a move into a new home happen?
7. What experiences have you had with real estate in the past?

Recap:

I want to make sure that we are on the same page. Is there anything that I missed?

Thank you so much for coming by.

Also, thank you for leaving your contact information, I am looking forward to staying in touch.

Remember:

Greet with a warm smile and firm handshake

Buyer's Consultation Script

Part 1: Introduction

- The introduction is where you want to set the tone for the meeting. Ask your clients how they are doing, get to know them and build some rapport.

Part 2: Interview

- Start with some lighter questions. "Today I want to get a good idea of what you're looking for. Do you mind if I ask you a few questions?"
- Ask for permission to take notes throughout the meeting
- Next you'll want to get to the emotional aspects of the meeting. "What are you most excited about, what are you most apprehensive about."
- Reconfirm their Who What When Where and Why
- Summarize what they are looking for with a recap.

Part 3: Home Buying Process

- Spend time going through the important steps such as financing, inspections, deposit information, etc
- Discuss for sale by owners and off market opportunities
- Discuss risk management and how to minimize their exposure to risk
- Go through a mock contract with your clients

Part 4: Technology Tools & Market Knowledge

- Set them up on a PCS
- Set them up on the Sims website and show them the features of our site
- Talk about our unique process, client care, etc
- Setup a group communication setup with your clients through What's App or Facebook Messenger
- Assist them with downloading all necessary apps onto their phones
- Set them up for the market, show them what's available, show them what homes are currently selling for
- Discuss list to sell ratios in their price category
- Discuss benefits of an exploratory tour and why it's helpful for them
- During the week when properties come up, when are your clients available to view potential properties
- Set the context for how you work as an agent and ask them when you're viewing properties "how do you want me to show you properties?"
- Set the next step, and book in the exploratory tour if you haven't yet
- Do a final check in and review. Give them a copy of your buyer's guide (paper or digital)
- What questions do you have for me?

Weekly Check-In Template

Good afternoon _____ and _____, Here is the weekly market update for your home at _____. We listed your home for \$____ on _____.

We have exposed your home on the following sites:
(list of links to marketing sites)

Attached are the Realtor.ca stats for how many times Agents and Buyers have viewed your home as well as the most recent market stats for _____(month).

We have had ___ showings with ___ more scheduled for _____(date). Attached is the Showing Suite Report for the showings and any feedback we have received.

We are also hosting __ Open Houses this weekend, one on _____ from ___-__ pm and one _____ from ___-__ pm with _____(name) from our Team.

OPTIONAL:

We have an accepted offer right now because of the fact that we priced properly, marketing has been excellent, follow-up has been on point and the condition of the home looks beautiful. Thank you as I know it's a lot of work on everyone's part.

OPTIONAL:

We do not have an accepted offer right now but we have priced properly, marketing has been excellent, follow-up has been on point and the condition of the home looks beautiful. Thank you as I know it's a lot of work on everyone's part.

We are keeping our foot on the marketing pedal and are committed to seeing this through for you.

It means a lot that you would give us this opportunity, and our Team will work tirelessly to get you a great end result. We are looking forward to an exciting week.

Phone Process

1

Introduction

Let them know who you are and thank them for taking your call

Benefit or value statement. Why are you calling?

Open ended question

2

Interview

Start with your open ended questions
Who | What | When | Where | Why | How

LP-MAMA
Location | Price | Motivation | Approved |
Mortgage Amount/Budget | Agent

Focused Questions

3

Recap

Summarize what you've uncovered to make sure you are not missing anything.

"Is there anything I have missed?"

4

Recommendation

Next steps appointment?
Pre qualification lender?

Market Evaluation

Set the expectation for your next call together. When will this be?

Update?

A.E.R.C.

1

Acknowledge

Recognize the objection
Empathize with the speaker

“I understand you must be feeling this way.”
“I can see why you feel this way.”

2

Explore

Get more details on the objection
Get details through open ended questions
Find the root cause(s)

“Tell me more about ____.”
“What is it about ____?”

3

Recommend

State how you can add support
Add Value
Explain next step(s)

“I can help by ____ so we can ____.”
“Our team has ____ to support you with ____.”

4

Check For Satisfaction

Check for satisfaction
Recap the objection and next step(s)

“Does ____ sound like a suitable solution to you?”
“How does it sound if we ____?”

Strategic Gifting

Listing side

- Send a thoughtful gift within 24 - 48 hours of listing with a card expressing your gratitude.
- Set up a zoom launch call a day before the house hits the market.
- Make sure the client is happy with the marketing. (Photos, etc)
- Confirm showing times that work with the clients schedule.

Setting up the referral receptors script

So now that your house is hitting the market, you are going to notice that you are having real estate conversations with your friends, family and your colleagues. My objective is to make sure you look good for having recommended me to your friends and family. I will never pester them, I will make sure they get the same world class service that I'm providing you.

By the way, the easiest way to make an introduction is a simple 3 way text message or an email to myself and your referral. I will never pester them, I will passively follow up and look to connect with them. The worst case scenario is I will always be able to provide your friends and family a valuable second opinion and make you look good in the process.

By the way, as I say this right now, is there anyone you can think of that I could help?

Buyer side

- Send a thoughtful gift after your first educational tour.

Objective

The objective is to manage this process every time, with the goal being of getting to 25-50% referral rate of active clients while you are working with them. A budget for a strategic gift can be between \$50-\$250. Be heartfelt and meaningful.