Real Estate Lead Scripts



Congratulations!

By downloading this ebook you are one step closer to becoming a powerful listing agent! Knowing what to say and how to say it means getting listing appointments where others couldn't. The average real estate professional converts a little more than 1 in 5 of their conversations to listing appointments, but a top performing agent (like yourself - an agent who makes over $250,000/year in GCI) converts almost 1 in 3.

The reason for this gap is that top producers have proven, practiced scripts that enable them to

1. **Connect with more homeowners and**
2. **Know what to say to these homeowners.**

After extensive market research we developed the most effective prospecting scripts and compiled them into this ebook for you. If used, these scripts will guide you through meaningful conversations and empower you to get more listings.

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Start Your Calls With This Script

By using this simple script to begin a call, we've found that you can increase your contact rate by as much as 25%.

STEP 1

Using the name provided in the lead, ask for the person by their first name like so:

"Hi, is John available?"

STEP 2

If they say you have the wrong number, don't give up just yet. Instead, you should reply with:

"Oh, okay. I'm looking for John Smith?"

STEP 3

If they still don't recognize the name, hold your ground. What you need to do next is confirm the address:

"I apologize. I'm calling about the property the property for sale on 1255 Main Street. Am I calling the right number?"

STEP 4

If by this point you've gotten the info you need, this step may not be necessary. But even if they've answered "No" to all the questions above, try to rescue the call one last time by asking if they have a number for the property owner.

Lead Scripts



Expireds

Expired leads are the #1 most profitable lead source for top producing agents. REDX can help you maximize this valuable relationship by instantly transforming expired listings into a convenient, easy to use list of contacts. We match the expired listings from your MLS with names, mailing addresses, and the industry's best legal phone numbers in a matter of seconds Our ten plus years of experience will help you get in touch with the right people at the right time.

EXPIREDS SCRIPT:

Hi, Is (first name) available?

No - Oh OK, I'm looking for (first name, last name)

I apologize, I'm calling about the property for sale at (address), am I calling the right number?

No - Do you happen to have a phone number for the property owner?

Hi _____ my name is _____ with _____

I've noticed that after being on the market for a while your home hasn't sold and is now off the market, I was curious to know

What you think stopped your home from selling in the first place?

Was there anything that your former agent did that you liked?

What do you feel they should have done?

Well, [name] it sounds to me like you still want to sell it right?

When do you plan on interviewing the right agent for the job of selling your home?

If you sold this home, where would you go next?

How soon do you have to be there?

[Name], If you could get your home sold at top-dollar in a time frame you were comfortable with, is that something you would be excited about?

And if I could help you make it happen, that would be OK with you, right?

Then when would be the best time we could get together and discuss how we can make that happen? Would Wednesday at 4:15 or Thursday at 4:15 be better?



FSBOs

For Sale By Owner: According to the National Association of Realtors, the average owner-sold property sells for $174,000 while the average agent-assisted transaction is $215,000. What this means is a loss of $40,000 for the home owner trying to avoid the 6% agent commission. It's no surprise, then, that 88% of these FSBOs eventually throw in the towel and decide to hire an agent to sell their home. Be that agent!

FSBO SCRIPT:

Hi I'm calling about your house for sale.

Is it still available?

This is_____with_____, what's your name? (First name) I'm calling because I work with a lot of buyers and sellers in your area and wanted to find out what I could do to help you.

A2 Bring me a buyer: excellent, that is what I do for a living! If I brought you a buyer, are willing to pay a buyer's commission?

How much longer are you going to try to sell this property on your own, before you decide to explore other options?

When you sell this house, where are you going next?

How soon do you want to be there?

So why did you decide to make the move?

Now (first name), on a scale of 1-10 how would you rate your motivation to sell the house at this time?

How are you marketing the home to potential buyers?

Why did you decide to market the house yourself instead of hiring a professional agent?

How did you determine the price you are asking?

And do you have any flexibility on the price or are you firm?

[Name], If I could get your home sold at top-dollar in a time frame you were comfortable with, is that something you would be excited about?

And if I could help you make it happen, that would be OK with you, right?

Then when would be the best time we could get together and discuss how we can make that happen? Would Wednesday at 4:15 or Thursday at 4:15 be better?



FRBOs

For Rent by Owner: According to the U.S. Census Bureau, nearly 7% of rental properties are unoccupied. Owners of nearly 3 million rentals do not have a tenant and they often can't afford the time or the loss of income from vacant properties - creating an amazing opportunity for an agent to help. Whether hoping to property manage the rental or help them list and sell, the best time to contact these owners is at the height of their frustration as they search for new tenants. Spend your time on they phone discussing how you can best assist them with their investment properties (and what other options may be available to them) by having the property and homeowner contact information in front of you each morning.

FRBO SCRIPT:

Hi I'm calling about the rental you have listed online. Are you still trying to fill that vacancy?

Great, this is_____with_____. (first name) I'm calling because I work with a lot of buyers, sellers and investors in that area and wanted to find out what your long-term plans are with the property.

Did you buy the home as an investment property, or did it end up as one through circumstance?

Do you have any other rental properties?

When is the last time you had an appraisal or a comparative market analysis done to see what the property is worth?

If your equity position was right, would selling the property be an option for you?

As I've helped homeowners and landlords over the years, I've found sometimes it makes sense to rent and at others it's better to sell.

Here's what I'd like to do. If you're OK with it, I'd like to do some research on the property's value. Worst case scenario is I find out you could be charging more for rent or that the property worth is different than you expected.

Do you have a few minutes this week to review what I come up with and see what options you have as a landlord?

Which would be better for you ... Monday or Tuesday at 4pm?



GeoLeads™

Just listed: For a real estate professional, prospecting is all about talking to as many people as you can, and one of the highest volume lead sources out there are GeoLeads™. You've maybe heard them referred to as just listed / just sold campaigns, neighborhood searches, or circle prospecting. The concept behind GeoLeads™ is providing you with phones numbers for hundreds of properties in a given territory to help you create your own farming areas.

JUST LISTED SCRIPT:

Provided by the Mike Ferry Organization

Hi, this is _____ with _____ ... I (my company) just listed a home for sale over on _____ ... it has ___ bedrooms and ___ baths ... and it's listed at _____

And ... I was wondering ... who do you know that would like to move into your area? (No one) Fantastic!

I appreciate you taking the time to think about it ... tell me ...

1. When do you plan on moving (Never) Terrific!
2. How long have you lived at this address? (10 yrs.) Great!
3. Where did you move from? (LA) Good For You!
4. How did you happen to pick this area? (Job transfer) Excellent!
5. If you were to move, where would you go next? (Back to LA) That's exciting!
6. And when would that be? (3 months) Fantastic!

Only go forward if they say 3 months or less!

7. Obviously ... you realize it could take 1 to 3 months in this market to get a home sold ... did you know that? (No) Terrific!
8. So ... my question is ... do you have to be sold in 1 month ... or do you want to start selling at that time (Sold) Wonderful!
9. Fortunately ... to get you one step closer to (LA) ... 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? ( ) Fantastic!
10. Which would be better for you ... Monday or Tuesday at 4pm?



GeoLeads™

Just sold: For a real estate professional, prospecting is all about talking to as many people as you can, and one of the highest volume lead sources out there are GeoLeads™. You've maybe heard them referred to as just listed / just sold campaigns, neighborhood searches, or circle prospecting. The concept behind GeoLeads™ is providing you with phones numbers for hundreds of properties in a given territory to help you create your own farming areas.

JUST SOLD SCRIPT:

Provided by the Mike Ferry Organization

Hi, this is _____ with _____ ... I (my company) recently sold a home in your area over on _____ ... it has ___ bedrooms and ___ baths ... and it sold for $_____

We know when someone sells a home ... usually two more sell right away ... So I was wondering ...

1. When do you plan on moving (Never) Terrific!
2. How long have you lived at this address? (10 yrs.) Great!
3. Where did you move from? (LA) Good For You!
4. How did you happen to pick this area? (Job transfer) Excellent!
5. If you were to move, where would you go next? (Back to LA) That's exciting!
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There are short sales in every market, and for some real estate professionals, these are



Pre
Foreclosures

the bread and butter of their business. With REDX, you can skip the laborious process of combing through county records looking for notices of default, lis pendens, and other 90 day late notices. Instead, save yourself the time and hassle and let our team handle it.

PRE-FORECLOSURE SCRIPT:

Hi, Is (first name) available?

No - Oh OK, I'm looking for (first name, last name)

I apologize, I'm calling about the property for sale at (address), am I calling the right number?

No - Do you happen to have a phone number for the property owner?

Hi, (first name), this is_____with_____. I am calling because the county records indicate the bank has started the foreclosure process. Are you looking to sell or are you planning to bring the mortgage current and stay in the home?

Do you currently have an agent representing you? (If yes, Great, I'll update my records. Thanks)

Great, I am calling because I know that the times are difficult and most people in your position are unaware there are opportunities and options available to them, so I want to help you before the bank tries to foreclose on the property.

What attempts have you made to sell your home?

What are your goals in getting your home sold, what are you trying to accomplish??

What contact have you had with the Lender regarding the home status?

What kind of information have they given you on a short sale?

Are you familiar with how a Short Sale works and how it can benefit both you and the lender?

I have other appointments in your area both _____ and _____. Let's take a look at the property, and see what we can do to work together... or not work together... either way is fine - sound good? Will both you and your wife be there?

Thank you, I am looking forward to meeting with you on _____ at _____.

Objection Scripts

"HOW DID YOU FIND MY NUMBER?"

We did some online research and were able to find it through some different cross-reference directories...

-OR-

I got it from the Real Estate Data X-Change because I want to keep up with what's happening on the private market as well as on the public market.

I wanted to reach out to you and ask you a couple questions about your house...

I ALREADY HAVE AN APPOINTMENT WITH ANOTHER AGENT

No problem, my only goal is to help get your home sold, and if there is another agent you feel is the best fit, I wouldn't try to get in the way of that. I would, however, like for you to have the opportunity to have an apples to apples comparison between agents.

Why don't I come by before the other agent comes to show you my marketing plan for selling your home?

-OR-

That's not a problem at all. I'd be happy to provide you with a second opinion and if you choose to list with me I can call the other agent for you and cancel the appointment. How would_____or _____work for you this evening?

"I NEED TO TALK WITH MY SPOUSE"

No problem. I totally respect that and I would never expect you to make any decisions without your spouse. I know you are busy, as am I, and my schedule fills up very rapidly with appointments just like this to make sure people get their homes sold.
When will you have a chance to talk with your spouse? Will it be this evening?

Since we are both so busy why don't we do this, let's look at our calendars and pencil in a time.

What's better for you, Tuesday at _____ or_____Wednesday at _____ ?

Great, then let's plan on that and unless I hear back from you I'll assume that you had a chance to visit with your wife and we'll make that happen.

How does that sound?

"I'M GOING TO SELL IT MYSELF"

No problem. That's great, what do you plan on selling it for?

The nice thing is that our appointment is more of a complimentary lesson than a sales pitch.

If you like the things that I have to say you can incorporate them into your own strategy or if you're really impressed you can put me to work to get top dollar for your house.

So, when can I come by to take a look at the home? What's better for you, Tuesday at or Wednesday at _____?

-OR-

Out of curiosity, most people I talk to that have that intention of going by-owner have a timeline in mind of how long they want to try that before they interview aggressive agents like myself. What timeline is in your mind right now?

If in that timeline I do bring a buyer to your property would you be open to paying me a cooperating commission?

When that time comes that you are going to interview aggressive agents, do you already have somebody that you feel you are already committed to hiring?

Ok great, when can I come by to see your home? I'd like to know all about it so I can offer it to my buyers.

What's better for you, Tuesday at _____ or _____ Wednesday at _____?

“WE ARE USING THE SAME AGENT”

Can I tell you one reason why that worries me?

Your former agent did his best to sell the home right? And I’m sure he showed you a plan that involved telling everyone in his sphere of influence and brokerage about your home – marketing it to everyone he knew right?

But he did that and it failed – its time to reach out to a new circle of people to find the person who is willing to pay top dollar for your home. I’d love to come by tonight at to discuss how we can get your home sold.

-OR-

Mr/Mrs. Seller, I respect that loyalty. As a matter of fact, should I ever fail to sell a home I would hope to get the same result from my clients.

Just out of curiosity, when that agent came out to speak with you again about re-listing your property, I’m wondering what new strategies and tactics did they share with you that they are going to do this time that they failed to do the first time to get your home sold?

"WE ARE GOING TO WAIT"

Man, it sounds like you are really frustrated with the process, am I right?

You know I totally understand, but you did want to get the home sold, correct?

What you think stopped your home from selling in the first place?

Was there anything that your former agent did that you liked?

What do you feel they should have done?

Well, [name] it sounds to me like you still want to sell it right?

If you sold this home, where would you go next?

How soon do you have to be there?

[Name], If you could get your home sold at top-dollar in a time frame you were comfortable with, is that something you would be excited about?

And if I could help you make it happen, that would be OK with you, right?

Then when would be the best time we could get together and discuss how we can make that happen? Would Wednesday at 4:15 or Thursday at 4:15 be better?

"WILL YOU LOWER YOUR COMMISSION?"

So you're asking me about how much it's going to cost to sell the home and if I'm flexible on that right?

The most important question for you is what's more important to you – the amount that you net or the amount of commissions you pay?

That's why I want to come by and show you a proven plan to show you how to net the most from your home. What's better for you, Tuesday at _____ or _____ Wednesday at _____?

"YOU'RE THE XTH AGENT TO CALL"

That's awesome! That's great that there are X hardworking agents who want to help you sell your home! Have you set an appointment with any of those agents?

Would you be interested in sitting down with me on Tuesday at _____ or _____ Wednesday at _____ if I could show you a way to get your home sold at top dollar this time?

-OR-

Oh you must be going crazy right now with all of these agents calling you! Have you set an appointment with any of those agents? Look, I don't want to bother you - but I'm just curious. I'm looking at your listing and I can't figure out why your home didn't sell. [Transition into script for the given lead type].

5 Vital Elements Of Scripts

1

Vital Elements of Scripts

Extensive market research shows there are 9 elements of powerful scripts used by real estate agents to list properties, they are demonstrated below as a transcript from live prospecting calls made by Hoss Pratt. While directed at Expireds and FSBOs, these principles are universally applicable to prospecting. Use this section to understand why these scripts work or to learn how to write your own scripts.

1. Get their guard down first. They will probably tell you they don't want to talk to you.

> I understand you don't want to list your house. But if I had a qualified buyer who was willing to come in, and purchase your property, would you not take 3 percent? (They will say yes)

2. Get them to start talking about their house, their previous experiences, and how open they are to working with an agent! Then listen to what they're saying and use it during your conversation!

> Okay. So I know you've been inundated by agents calling you. But, you know, I'm actually more curious to find out why this property isn't selling. I'm sitting here looking at it, on my MLS, and it just stumps me why it hasn't sold. I mean, it's a beautiful property. Why did this property not sell?
>
> Or
>
> How long are you going to try to sell this property on your own, before you decide to explore other options? I know you've been trying to sell it, on your own, it looks like, for probably a _____ (month?) How much longer are you going to go before you decide to explore other options?

3. Get background info by asking questions. This will help them to open up to you.

Why do you want to sell the property? Now, how long was it on the market with the other agent? How many showings do you think you had in that time? Why did it expire? What do you think that the other agent could have done differently to sell the property? So why are you selling the property For Sale By Owner? Are you going to be relocating locally? So what exactly are you doing to market the property? Are you doing advertising or open houses? How are you mainly marketing right now?

2

Vital Elements of Scripts

4. If the contact is a FSBO and they really don't seem interested, then offer to help with market information. Build the relationship for later!

What I'd like to do is stay in contact with you. I'm going to put your property in my database of homes, where I match the features of your home with my buyer's criteria. That way your home can be exposed to the hundreds of buyers my team is working with. If I get a match, what I'll do, since you're willing to pay the 3 percent co-op, is I'll give you a call, come by and take a look at it, show the property and we'll go from there. Is that okay?

What I'd also like to do is just send you some information. I'll help you out in selling the property, and just be here as a resource guide. If you have any industry questions, feel free to contact me.

All I ask is whenever you do decide to explore other options . . . say, in a few months, if you haven't sold the property . . . I would love the opportunity to come out and take a look at it, sit down with you and do a market evaluation, and show you what we can do to help you out at that time. Is that fair enough?

5. Sympathize with their pain! They are frustrated with the whole system and need someone who understands: Don't be afraid to move the conversation along as you sympathize.

Well, I can understand why you're frustrated. I don't blame you. It's a real hassle to have to always be prepared for a showing. But my job is to come in and look at the property, and see why it hasn't sold, and you know, that's why I've called you.

I don't blame you a bit. And I apologize on behalf of the industry that the other agents failed to sell your property and put you through this mess. But, your time frame is important, because you've been on the market for_____ months. Can you afford to wait another _____ months before this property sells? I mean, where are you at? What's your goal?

3

Vital Elements of Scripts

6. Address the potential cost of not selling their home right away (ex: mortgage payments, lost equity, delay of moving, building a new house?) Give them motivation to sell their house sooner with the help of an agent!

Expired: The thing is, the market is going down. The market's been going down over the course of the last twelve months in your market. So, put it this way. The value that your property was worth twelve months ago, is different from what it's worth today, and it's going to probably be different than what it's going to be in the next six months. So, you're losing equity every day that this property has not sold.

So, if I had a marketing plan that got this property sold in a decent amount of time so you can be done with this whole process . . . take advantage of this down market, regain your investment on the buyers side, and get you in a new house, wouldn't it make sense to do it now if you could find the right agent?

FSBO: You can sell it on your own, obviously. You've been in the real estate business for the last few months. You understand how difficult it is. I mean, it's a tough business to get the property sold. Let's just say that your mortgage payment—and I'm not going to ask you—but let's say it's $1,500 a month. I mean, it's already cost you $3,000 just sitting there, eating at your pocket. I mean, at some point it's got to make sense to hire a professional to unload this thing for you.

The truth is that using the help of an agent can speed up the process quite a bit. The reason it's so hard to sell a property on your own, For Sale By Owner, is because it is free for a buyer to work with a Realtor. It doesn't cost them anything, so all the qualified buyers are working with Realtors.

It's been on the market for two months. Again, I respect the fact that you try to sell it on your own. I mean, I don't blame you. But at some point, you've got to explore other options, and I'm just being direct with you. Because if it hasn't sold yet, and the market's not getting any better, what do you think is going to happen in the next two months besides you losing another $3,000?

4

Vital Elements of Scripts

7. Offer help and get a listing appointment! (Emphasize your strengths here!! What makes your marketing plan different from other agents?)

Note: Don't promise them anything you can't pull through on! Don't promise that you won't take down the price or anything else that you can't guarantee.

So, what I'm going to do, is I'm going to do some homework. I'm going to look at this property. I'm going to do a market evaluation. I'm going to go through the market and I'm going to look at it, and see what I can do. Then I'd like to come out and take a look at it. Sit down with you. Go over the market evaluation, and what I can do differently to help you out. Most agents have a three-point marketing plan. I'm sure you've heard them. What they do is, they put the sign in the front yard, they put the property on the MLS, and they cross their fingers it sells.

My marketing plan is I sell houses twice as fast as the average agent. What that means is, in a down market, that's going to put more money in your pocket, because three months is a long time in a down market. So, if I can sell this property twice as fast, and get you out of it before the market drops any more, and then represent you on the buyer side and get you a good deal, then, both of us win. And I just want to show you what some of your options are at this point.

Sound good?

Today is Wednesday. I can come by there tomorrow afternoon ... or tomorrow evening. Will you (or both of you) be there tomorrow evening so I can come by and take a look at the property?

8. If they tell you they'll think about it or discuss it and call you back... get a listing appointment anyway!

What I'm going to do is this. My schedule fills up very quickly, so I'm going to put you down for tomorrow night at six thirty ... If, for some reason, you can't make it, then just call me back. But I'll put you down in my schedule, for tomorrow at six thirty. And I'm going to have my assistant start on the investigation to see what we can do to get your property sold and start the market evaluation.

So everything will be ready tomorrow night at six thirty. It's only going to be thirty minutes, and it's no obligation. I'm just going to come in there and show you what you're looking at, and be real with you.

Does that sound okay?

5

Vital Elements of Scripts

9. At this point you can recap their goals, and ask if there's any reason you couldn't get their business if you could...

Now, let me ask you something. If, when I sit down, and you like everything that I have to say—you think that my marketing plan will get the job done. You love my Easy Exit Listing Agreement. You think I can get you a good price for the property and get you out of the mess that we're in—is there any reason why I could not earn your business tomorrow at three thirty?

And that's it! Using these basic steps, you can mix and match, and write a script that will blow any lead out of the water. You have the skills, you have the experience, and you have the industry knowledge to sell these homes, and now you can convince them of that from the first contact. Expireds and FSBOs are today's golden market that can get you more listings and more money than ever before starting now!

Now you will always know what to say when prospecting!

Becoming a real estate agent and paving your own road to success will take time and it is important to be patient.

A great way to jump-start your real estate business is to invest in lead generating software. This helps you gather more leads faster than you ever could on your own. Visit www.theredx.com any time to check out your options.

If your goal is to be a successful real estate agent, look the REDX. We lead the industry with innovative data verification, lead generation products, unmatched data quality and original real estate solutions. We make it so you as an agent can make more money, work more productively, and help more homeowners in less time.

Questions?

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