

Prospecting: Online Lead/CINC Script

Agent: Hi, it's (Name) with the home search site, I know you were online looking at some homes in the Lake Simcoe area. Are you looking to make a move in the next three to six months, or ***just browsing?***

Lead: I'm just browsing

Agent: Perfect! That's exactly what the site is for! Was there something specific that prompted the browsing?

Lead: (Response)

Agent: Ok great, would you have to sell a property to make this purchase?

Lead: (Response)

Agent: Use this time to ask discovery 'What' and 'Why' questions learning more *MIN 3 QUESTIONS*...

Where do you live now?

Why are you looking in the area?

Do you have friends or family nearby?

Do you commute to work?

Why did you decide it was time to move?

Agent: Awesome, and how have you been searching for homes?

Lead: Response (Realtor.ca, zolo, newspaper, agent etc.)

Agent: The thing is, Realtor.ca and other sites like that can be 24 - 48 hours *behind*. By the time you see them on those sites they are sometimes already sold.

What *I* can do for *you* is send you a daily list of all the properties that match *exactly* what *you're* looking for. It will send you photos, taxes and all the information just like *I* get as a realtor. It will *only* send you what is new to the market or has recently had a price reduction. And the nice thing about *my* search is that it also comes with power of sales, estate sales and other great deals. Is that something of interest?

Lead: Sure

Agent: Great! All we really need to do now is go over your exact wants and needs and we can do that best at my office, or your home if you would prefer. I have days, evenings, or weekends, what works for you?

Lead: Can't you just ask me those questions now?

Agent: Yes, the thing is, it will be a lot more effective if we can get together; we can go over the area guides, buyers guide and other material to really have a better understanding of what exactly you are

looking for, so I am not wasting *your* time sending you properties that won't match *your* needs. I do have days, evenings, or weekends, does one work better for you?

Lead: Response

Agent: – Terrific, how's _____?

Lead: Response

Agent: Ok, great, can we just confirm I have the right spelling of your name is it _____, phone number is _____ and email _____,

Lead: Response

Agent: Awesome! I look forward to seeing you then and I will reach out the day before just to confirm. Is text, email, or phone best to communicate?