

LOCKING DOWN NEW W.H.A.L.E. AGENTS

Script & Guidelines for Hunting
NEW W.H.A.L.E. Agents



W.H.A.L.E. = Worth Helping A Little Extra

Immediate Objectives:

- Grab your **Good W.H.A.L.E. Hunting** eligibility checklist for each W.H.A.L.E. you want to target, and use it as your hit list for setting appointments with new agents that have W.H.A.L.E. status.
- Call and introduce yourself using the **Bullet Proof Unique Value Proposition** outlined below
- Establish yourself as the mortgage professional of choice for your W.H.A.L.E.'s and secure more home buyer pre-approval leads through their marketing efforts and word of mouth business.

In a Nutshell ->

1. Identify your W.H.A.L.E.s.
2. Approach your W.H.A.L.E.s with real value and differentiate yourself from the other loan officers that are also trying to earn their business.
3. Establish loyal W.H.A.L.E.s by bringing value and qualified leads to the table, while strategically cementing your business into all of their marketing efforts.



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Here's a great strategy to get your foot in the door and approach W.H.A.L.E.s you've never spoken with: introduce yourself along with a plan that includes lead generation technology paired with direct consulting designed to help them generate more business.

There is no better way to get a good Realtor (a W.H.A.L.E.) fired up and differentiate yourself from other L.O.'s than by making it clear that your goal, as their preferred mortgage partner, is to help them grow their business (without having to pay for their marketing).

Some of the other leadPops Marketing Scripts & Guides highlight how to create relationships with EXISTING W.H.A.L.E.s.

Here's the low-down on how to go after NEW W.H.A.L.E. relationships to further grow your sphere of influence and referral network.

ALSO SEE: New Agents – Part 1 - Good W.H.A.L.E. Hunting *PDF -- Eligibility Checklist for Hunting NEW W.H.A.L.E. Agents.*



Passion & Conviction are the keys to success on any open. Be sure to use voice inflection.

- ✓ Have a genuine desire to help your W.H.A.L.E.'s
- ✓ Ask good questions and be an excellent listener
- ✓ Set the solid appointment
- ✓ DON'T SELL ON THE OPEN!

W.H.A.L.E. OPEN SCRIPT:

"Hello _____, this is _____. I came across your website _____?" (OR – I came across your information on _____?)

"Great, well _____, let me cut to the chase. I'm actually a Mortgage Consultant with _____."

"Frankly, I compete with the Loan Officers you're currently working with."

"I'm sure most of them are good people, but my experience is that typically LO's don't do ANYTHING to actually help their Realtor partners grow THEIR business."

"It's like they're just kind of sitting back with their hand out waiting for referrals... would you agree?"

Pause here and let them chime in. This is where you'll be delighted to hear many agents lay into their current loan officer relationships.... all of a sudden, it's you and that Realtor having a chuckle about the absurdity of loan officers expecting referrals for nothing.



W.H.A.L.E. OPEN SCRIPT:

"Alright, so I take a completely different approach. I invest in tools and strategies to help my agents generate more, better qualified leads."

"I don't have a Realtor in your area that I'm doing this with currently... so all I was hoping to do today is chat with you literally for a couple minutes -- just to learn more about you -- your goals, what's working, what isn't -- just a few questions I have to figure out where we can help, and see if we're a good match."

"If so and it makes sense, we can set up another call or meet in person to discuss."

"2-3 minutes is all we need today."

You do not need to ask for permission to keep going.

Next, you're going to ask a few good open-ended questions here. Get them talking about themselves – Realtors love doing that! Be an excellent listener. Take notes and look for ways to help them.

OPEN WORKSHEET QUESTIONS:

So, how long have you been in the Real Estate business?_____

What kinds of clients do you like to work with?_____



OPEN WORKSHEET QUESTIONS:

What's your website address? _____

How many visitors do you get to your website each month? _____

*What kind of digital marketing are you doing? **Email | Social | PPC | SEO**
Other:*

*What kind of traditional marketing are you doing? **TV | Radio | Mailers**
Other:*

Of all your marketing efforts, what's currently working best for you?

How many open houses are you doing each month? _____

What are some of the challenges you face in your business?

On average, how many transactions are you closing per month? _____

Where would you like to be? _____

Just out of curiosity -- what are some your other L.O.s doing to help you with marketing?



W.H.A.L.E. OPEN SCRIPT:

"Great _____, thanks for sharing. This is all really good stuff. Based on your answers, I definitely think this is going to be a good fit."

"In a nutshell, I use the same technology and strategies that some of the most successful companies in the world are using to generate qualified leads..."

"I share these leads with my Realtors, and I also set up my preferred agents with these same tools and strategies so that you can get better results from everything you're already doing."

"This is the same formula companies like Zillow, Trulia, Homes.com, Quicken Loans, LendingTree, LowerMyBills.com -- who sold to Experian for \$330M using this same exact formula -- are using to convert website visitors and anonymous clicks into actual clients!"

"You can't sell houses to a bunch of clicks, right? Without effective capture technology, driving a bunch of traffic through online marketing, SEO, traditional marketing efforts, etc. doesn't do anything for you!"

"That's like running the A/C but leaving all the windows down!"

*"Great, _____, well the solution I'm offering will fix that for you too. It's called **Conversion Rate Optimization** and it will help get you a higher ROI on all of your marketing efforts."*

"It's also an incredibly powerful tool for your listing presentations, which we can discuss more on another call."



W.H.A.L.E. OPEN SCRIPT:

“IT’S NOT GOING TO COST YOU ANYTHING, and the best part is: you’re guaranteed to generate business from it!”

“So, _____, if that sounds good, I’d love to set up an appointment to show you exactly how it works and explain everything in more detail.”

3 ACTION ITEMS TALK ->

1. What the most successful companies in the world are doing to generate quality leads from their marketing efforts.
2. How they (your Realtors) can use the same technology and strategy in their B2C and B2B marketing efforts.
3. A guaranteed increase in their marketing ROI, referrals and referral sources, qualified leads, etc.

Remember to sprinkle in some strategic open-ended questions along the way and get them talking about their business. Plant seeds of value. Uncover hot-buttons and pain-points, and get them talking and thinking about the fact that (for the most part) the other L.O.s and mortgage people they work with aren't doing ANYTHING to help them generate business.

While other L.O.s are waiting on Realtors to send them referrals, or at best bringing them coffee and donuts, you're actually investing time and money, and putting effort into helping your Realtors generate more business.

