

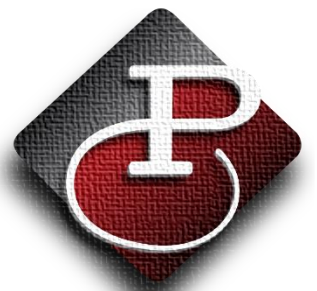
# PREMIUM GROUP REALTY

Leveraging The Database

2019



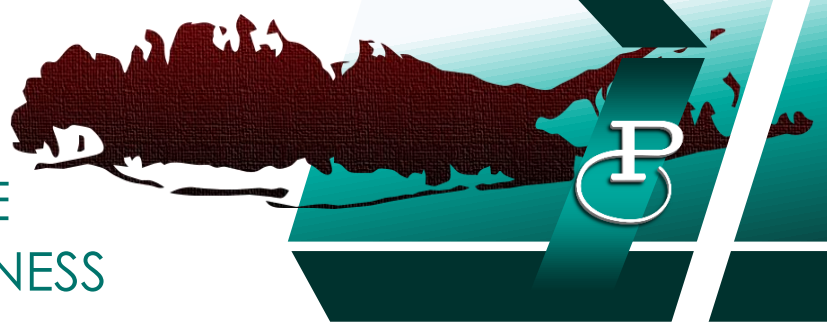
What You Say Matters





# LEVERAGING THE DATABASE

# LEVERAGING THE DATABASE REPEAT AND REFERRAL BUSINESS



## DATABASE DIALOGUE

Hi ... this is \_\_\_\_\_ (Your Name) with Premium Group Realty. I hope you and your family are well. Do you have a quick minute for me? (Thank you)

1 I was wondering if I could help you with any real estate questions you might have. (Great)

### (Examples)

- Are you curious about the value of your home?
- Do you want to know what is going on in your neighborhood?
- Do you want to know general market conditions?
- Is it time to sell your home?
- Should you be refinancing now?

2 As you know ... I want to be your resource for everything real estate related. Please call me if you ever have questions ... okay? (Terrific)

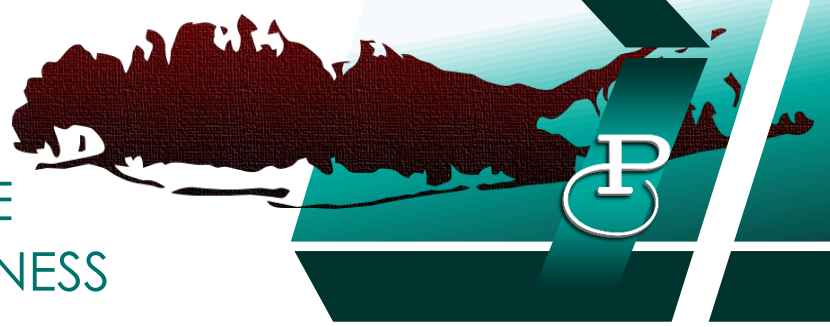
3 (Name) ... my business is based on referrals from great clients (friends, people) like you. So ... before I let you go ... Who do you know that needs to buy or sell a home now or in the near future? (Excellent)

4 Can you think of anyone from your office, neighborhood, family or church? (Super)

5 I appreciate your help and if anyone should come to mind please don't hesitate to call me! (Thank You)

[This dialogue is meant to be used somewhat loosely. You will be calling your Past Clients/Center of Influence four to six times per year, alter the dialogue when necessary.]

# LEVERAGING THE DATABASE REPEAT AND REFERRAL BUSINESS



## COFFEE TEXT DIALOGUE

Hi (name) the market's really moving and home values are going up, up, up. Want to know your home's new value?

Sure, Sounds great.

Wonderful, I'll put together your home's value. Have you done any upgrades? Once it's ready do you want to meet for coffee, or should I email/mail to you?

If They Ask    How's the Market?

Inventory levels are low. When a great home comes on the market, buyers and investors are writing offers and driving prices

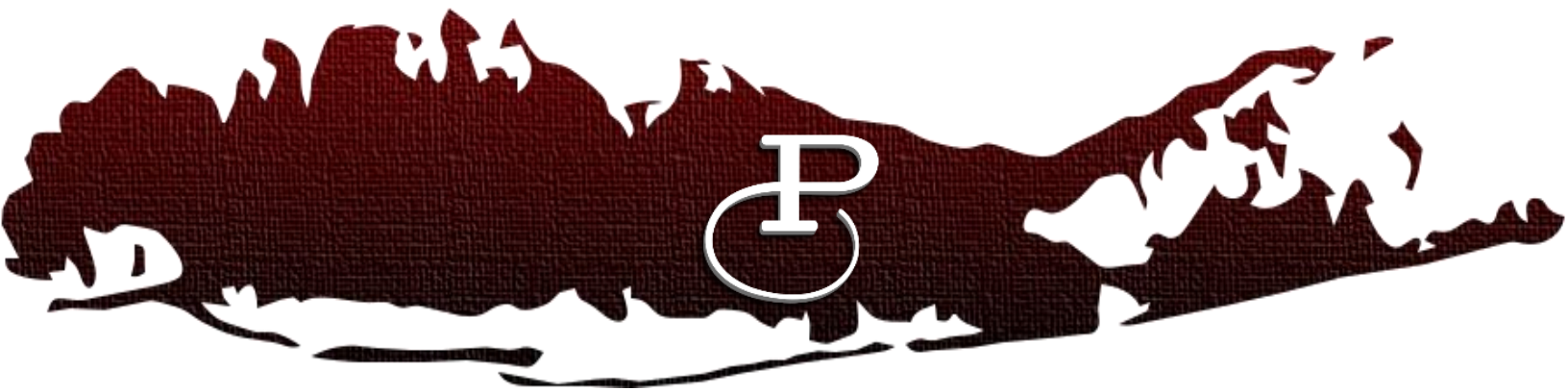
Then ask one of three questions:

- Have you had any thoughts of selling?
- Do you know anyone who's had thoughts of selling?
- Do you anyone who tried to sell in the past and it didn't work out?

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# PREMIUM GROUP REALTY

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