

Old Buyer Leads

SAMPLE DIALOGUES

Old Buyer Lead you've spoken to previously:

① DIALOGUE

"When I spoke with you last, you were thinking about buying a home. I wanted to check in with you to see where you are in this decision. Are you still interested in buying or have you decided to stay where you are?"

If they are still interested in buying:

Ask them:

"So, are you still looking?"

"Are you currently working with an agent?"

"If you haven't bought yet, what is stopping you?"

"How soon do you want to move?"

[If they own their home] "Do you need to sell your home first?"

Invite them into the office:

"Through my experience of helping buyers find homes, I have discovered that the buyers who invest 20 minutes to come into the office, gather information, and establish a home-buying game plan find the home that will suit their needs in less time and at fair market value. When will you have 20 minutes to stop by? Are you available now? If that's not convenient for you, we could meet for coffee somewhere."

If they say they're not ready to buy yet, your response can be:

"I understand. When you're out and about, if you happen to see a property that catches your eye, don't hesitate to pick up the phone and call me if you'd like to find out some information on it. I'm always happy to help you in any way I can."

"Would it be alright if I send you information once in a while to keep you updated on the local market and add you to my Client Appreciation Program™?"

[If response is yes...] "Okay great. Where's the best place to send it?"



If they already have an agent, already bought a home or have decided not to buy:

“Well good. I just wanted to make sure you were taken care of and I want to wish you the best.”

2 DIALOGUE

“Hi Dale, this is Erin Smith over at ABC Realty. We spoke a few months ago about properties available in the Rancho area. Did I catch you at a good time?”

[Yes, you did.]

“Oh good. Are you still looking?”

[Yes.]

“Are you currently working with an agent?”

[No.]

“Well, I just wanted you to know that prices have continued to fall since we last talked, and there are some good deals out there now, so catch me up on your situation.”

3 DIALOGUE [if you already know what they're looking for]

“Hi Adam, this is Paula, I'm giving you a call because I was out doing some research for one of my other clients and I came across a couple of other properties that are exactly what you told me you were looking for. Are you still looking?”

[If response is yes...]

“I think that you'd really like to see these. I'm going to send these over to you. What email address do you want me to send these to?”

[Wait for response]

“Okay, I'm going to send them now, and I'll give you a call after you've had a chance to look at them. What time is good for me to call you? I've got an opening between 5:00 and 6:00 tonight, or between 9:00 and 10:00 tomorrow morning. Which is going to be better?”

Old Buyer Lead you've not spoken to previously:

“I came across your name and phone number on a message pad here, and realized that I hadn't gotten in touch with you, so I wanted to be sure to follow up. I don't have much in the way of details, so can you fill me in on your situation and how I might be able to help you?”



Old Seller Leads

SAMPLE DIALOGUES

Old Buyer Lead you've spoken to previously:

① DIALOGUE

"When I spoke with you last, you were thinking about selling your home. I wanted to check in with you to see where you are in this decision. Are you still interested in selling or have you decided to stay where you are?"

If they are still interested in selling:

Ask them:

"Are you currently working with an agent?"

"Do you have a current Market Analysis for your home?"

"Why do you want to move?"

"Do you have a specific time frame in which you'd like to move?"

"What would you say your home is currently worth?"

"What do you owe on the property?"

"What condition is it in overall?"

If they don't have a current Market Analysis, offer to create one and to meet to go over it with them::

"I would be happy to put together a current Market Analysis for you, which will give you:

- Recent sales in your area
- Expired listings
- New listings

If you'd like, we could then meet to go over it."



If they say they're not ready to sell yet, your response can be:

"I understand. It's an important decision."

"I'd be happy to keep you updated on recent sales in your area, expired listings, new listings and other information from time to time. Could you tell me the best place to send it?"

"In the meantime, if you have a question or concern I can help you with, don't hesitate to call. I'd be happy to help you at any time—whether you decide to sell or not."

If they already have an agent, already sold their home or have decided not to sell:

"Well good. I just wanted to make sure you were taken care of and I want to wish you the best."

2 DIALOGUE

"Hi Dale, this is Erin Smith over at ABC Realty. We spoke several weeks ago when you called about a Market Analysis on your home. Am I calling at a good time?"

[Yes, sure.]

"I just wanted to follow up on the information I sent you to see if you had any questions, if it was helpful, and if there is anything else I could provide you with that would help you move forward?"

Old Seller Lead you've not spoken to previously:

"I came across your name and phone number on a message pad here and realized that I hadn't gotten in touch with you, so I wanted to be sure to follow up. I don't have much in the way of details, so can you fill me in on your situation and how I might be able to help you?"



Old Leads [Unsure what type of lead]

SAMPLE DIALOGUES

Old Lead you've not spoken to previously:

"I came across your name and phone number on a message pad here and realized that I hadn't gotten in touch with you—so I wanted to be sure to follow up. I don't have much in the way of details, so can you fill me in on your situation and how I might be able to help you?"

Old Lead you know you've spoken to but have no written notes on the details:

"Hi Nancy, this is Bill at ABC Realty. I know it's been a couple of months, and at the time we talked you weren't quite ready to make a decision, but I'd be curious to hear where you are now and what information I might be able to provide for you.

[Wait for response]

"I want you to know that I'm available to help you navigate through all the different things you're hearing in the media and share with you some data they choose to leave out that fills in the picture of what's really going on. Even if you think you have your hands around it, it might be good just to hear a third party point of view on what you're considering doing next."

