

## Dialogues for Calling Family and Friends

You might initially feel uncomfortable at the thought of calling your family and friends to talk about your real estate business. But think of it this way: you are checking in with the people you know and care about to see if you can serve them, their friends or their family.

Also, these dialogues indirectly communicate that you're a professional and that you run your business like a business.

### TIP

- Bring up something personal you know about them:
  - Asking about their children is BIG.
  - Remember what's going on in their lives. [e.g., their daughter was in the all-star tournament a month ago or they just came back from a vacation to Bermuda, etc.]
- Write down what you've learned about them—their children's names, birthdays, activities, accomplishments, etc.—after you talk to them and enter it into your CRM.

### 1 DIALOGUE

"Hi Mom."

"I wanted to ask you to come over for dinner on Sunday. Do you think you can make it? Jeremy and Lisa are coming along with Tom and Shari."

"I was wondering if you could do me a favor. As you know, this is a pretty tight real estate market right now, but it is a great time to sell. In your conversations with your friends, neighbors or acquaintances, when you hear them talk about real estate or that they're thinking about moving, can you call me because I would be happy to help them and answer any questions they may have. So just give me a call, and I'll make sure to follow up and take care of them."

### 2 DIALOGUE

"Hi Mary. This is Joanne. Just had a few minutes between appointments and wanted to say hi, and that I was thinking of you. So where did you end up going for Father's Day?...[chit chat] ...Sounds like he had a good time..."

[Chit chat...Mary asks "How's business?"]



## Dialogues for Calling Family and Friends (continued)

“Thanks for asking—yes, business is good, but I’m never too busy for any of your referrals. And don’t hesitate to call me if you or anyone you know ever needs any real estate information. Even if you just want to know what the house down the street is going for. I’m only a phone call away, okay?...”

“All right, you take care. We’ll talk soon. Have a great week!”

### 3 DIALOGUE

“Hi Jim, this is \_\_\_\_\_. I had a couple of minutes between appointments and wanted to say ‘hi’ and let you know I was thinking of you.”

“How are things? How’s everything going with you, Susie and the boys?”

[personal chit chat]

“I wanted to let you know, Jim, I’m calling for a couple of reasons. One, I wanted to know how you all were doing and I’m glad you’re all fine.”

“The second thing is, I have my real estate hat on and I was looking over my goals and my business plan for 2017 to see where I need to make some adjustments.”

“I’m curious, Jim. Going forward the rest of the year, am I still the agent that you would refer people to when it comes to buying or selling a home?”

“I want you to know that I’m willing to help you and the people you care about. Maybe you know somebody who’s not looking to buy or sell, but maybe they need a referral to a very good trade or service professional they can trust like a plumber, painter, landscaper, lender, insurance agent, financial advisor, tax expert, etc. Because of the nature of my business and the depth of the relationships I have with my clients, I refer people to good businesses all the time. Just give me a call with their name and business number and I’ll be happy to follow up with them.”

