The Mayor Campaign Dialogue

Use this dialogue to add new people to your database or to prioritize those you already have.

> "**Oh, by the way...**® if you were buying or selling a home, or had a friend or family member who was, do you have a real estate agent you would refer them to?"

Using the Mayor Campaign

If their response is "yes, I have someone I refer", then your reply is:

Agent "That's great. It's important that you have a qualified professional to work with."

   [The point is, you now know not to invest your time.]

If their response is "no, I don't have anyone", then your reply is:

Agent "Well, I'd like to be that person...Every month I send out helpful information on topics like home values, how to cozy up your curb appeal, even things like how to de-stress from your tech...stuff like that. Does that sound like something you'd like?"

Client "Sure."

Agent "Okay great, where's the best place to send it?"

Client "Probably my home address."

Agent "Okay, and your address is?"

Client "1234 Main Street."

Agent "Okay great. Now if something comes up, and I need to get a hold of you, what's the best number to reach you?"

Client "555-1212."

Agent "Great. I am looking forward to staying in touch with you, and if you know of anyone who is thinking about buying or selling a home, just give me a call with their name and number and I'll be happy to follow up and provide them excellent service."

The Mayor Campaign Dialogue (continued)

Alternate dialogue for people you know well:

> "**Oh, by the way...**® if you were buying or selling a home, or had a friend or family member who was, *am I* the real estate agent you would refer them to?"

For those who say, "yes, I will refer you":

- Add them to your Client Appreciation Program™ and mail them this month's mailing, if you haven't already.

- Follow up with a personal note. Keep it simple: *"Great talking with you! Thank you for your confidence in me."*

For those who say, "no", it's time to delete them from your database.

Now you know who to spend your time with.