**Real Estate Master Script**

The main objective of this script is to get the prospect talking and set appointments in a casual way. If the prospect thinks you are reading a script, then they will shut down and try to get off the phone. You must do 80% of the listening and only 20% of the talking.

**Introduction:**

1. Hello, is this (Prospect Name)? My name is (Your Name) from Andrews Realty Group. How are you doing today?

\*If the prospect responds with “who are you” or “I have never heard of you before”, respond with: We are a small boutique real estate firm in Downtown Rochester. – **Then immediately get off of that point and go on to the next line.**

2. The reason I am reaching out to you is that you were looking at some houses on our site a while back and we wanted to see how your home search is going.

\*The prospect will answer this statement three ways: “It’s been going good”, “It’s been going bad/we are not looking anymore” or they will start to elaborate on their search (which is ideal). If they say it’s good, continue with the script. If it’s bad, refer to objection.

\*\* Objection: Oh no, why are you having a bad time/thinking of holding off? – The prospect will almost always answer with “we have not seen anything we like”. Go to the next question and follow up with “if we could find you the perfect house with your criteria and price, would you still consider moving? – If yes then continue down the script. If no, get the prospect to explain why.

**Dig Deep:**

3. So what exactly have you been doing in your search? – Whatever they say, get them to elaborate on it.

\*If they start talking about Zillow or any other commercial site, touch on how Zillow is not accurate and they are potentially missing out on a lot of great homes. If they have been working with an agent, ask how that has been going. If they say they like their agent, go to **Loan Only** **Script.**

4. Why are you thinking of moving? – Get them to open up and elaborate. Talk about whatever they say.

5. In an ideal world, when do you think you would like to be moved by? – If 4 months+ out, ask why they are waiting.

6. What exactly are you looking for in your next home? (Write down their criteria: Area, Price, Features) – Ask them why they need the criteria they listed. If it pertains to their hobbies, talk about them.

\*If they want a high demand property (ranch in Rochester, waterfront home under 250K, home with large amount of land etc.) SAY: Just so you know, what you are looking for is also what everyone else wants. Nice ones do not come up often and are usually in multiple offer situations.

7. Have you been pre-approved yet for a mortgage? \*If No, say: Do you think getting approved for a mortgage may be an issue for you? – Then talk about it. If yes, ask them who they got approved through.

Then say: Great, just to let you know, our sister company Somerset Lending can take care of it for you as well. With both companies, we are a one stop shop and can make your transition smooth and easy.

-You should know if they have a house to sell or they are renting. Refer to the appropriate script.

**Buyer Only Script**

\*assuming they are renting.

9. When is your lease up?

\*If less than 4 months from now, express concern. Say: Wow you don’t have much time left. Just so you know, the typical home purchase may take a while. It could take two months to find the right home and another two months to close on it. In addition, there may be some post close occupancy which could drag it out 5-6 months before you can actually move in.

10. Have you been speaking with an agent to get your game plan together? – If they respond with no, say: ok, you definitely need to get the ball rolling especially with your time constraints.

**Close:**

-This is your time to talk!

**Press The Bruise**: - Break The Script!!!! Adjust this portion to what was covered previously.

Example: Obviously you have some things to take care of before you will be able to buy the perfect home. Since you have such a short time frame, are not pre-approved, and have not been working with an agent, you really need to get the ball rolling.

I would recommend sitting down with one of my agents for a consultation. We will be able to go over your situation A-Z and develop a strategy so that when the perfect home comes up on the market, you will know exactly what to do and when to do it. In addition, we will even be able to take care of your pre-approval with our sister company Somerset Lending.

\*Remember to use a forced choice close. Give them two guided options.

Do you have some time possibly sometime this week or over the weekend?

\*\*Over the weekend\*\*

Great- does Saturday or Sunday work better for you?

Do you think you could make it to our office at noon or 1pm?

Thank you that will work for us!

\*\*Give them our address\*\*

I would also like to do a few things for you before your consultation. First I am going to send out a buyer’s packet to you. This is just to put a name to the face of our company and give you some insight on who we are and what we are all about. What is your current address?

Is this phone that I called you on a cell phone? Ok, I am going to send you a text message from our 24/7 team cell phone with our address. If you happen to have a question or need to talk to us for any reason, feel free to text us or give us a call at any time.

I appreciate your time. The agent who will be meeting you will reach out to introduce themselves shortly. If you have any questions let us know, otherwise we will see you on (Day) and (time) at our office.