



PREP Worksheet

PRACTICAL REAL ESTATE PRACTICES

Calls *to* Appointments to Contracts

"You don't need more leads, you need to convert the leads you failed to convert"

Calling **Old** Leads

1. Come from curiosity
2. Create value
3. Set the appointment

“ Hey _____, this is _____ . When last we spoke _____... ”

Calling **New** Leads

1. Set the appointment
2. Come from curiosity
3. Create Value

“ Yes, that property is available, how does (time) work for you? ”

At the appointment

1. Shut Up and Listen (now is not the time to build rapport)
2. Ask for the sale: *"Do you love it, do you want to buy it"*
3. If yes, write the contract
4. If no, set the next appointment

"Never end a appointment without setting the next appointment"

My Notes: