

BOLD BUYER SCRIPTS

You see, *Mr/Mrs Buyer*, the reason so many people...CHOOSE ME... to ... BUY A HOME...from is because I'm what is called a buyer's agent. This means all I do is work with buyers. I look at more than two hundred homes per month. I know the inventory, so I won't be showing you homes that won't fit your needs. After all, do you want to work with a specialist, one who only works with buyers? Or a jack of all trades who lists property, puts up signs, talks to sellers, makes calls asking for price reductions, and the works? Most people...CHOOSE ME... due to my dedication to them as a buyer. You do want someone dedicated to your needs, don't you?

If you are not a buyer's agent, change to the following:

You see, *Mr/Mrs Buyer*, the reason so many people...CHOOSE ME...to... BUY A HOME... from is because I look at homes every day. I know the inventory, so I won't be showing you homes that won't fit your needs. After all, do you want to ... WORK WITH AN AGENT ... that knows the inventory, knows what areas offer great schools, shopping, etc., or someone that just waits for a buyer to call and then takes them out and shows them houses they haven't seen before and hopes the house will fit your needs? Most people...CHOOSE ME... due to my dedication to them as a buyer. You do want someone dedicated to your needs, don't you?

BUYER FOLLOW UP SCRIPT

Thank you for taking my call. May I please speak with *Mr./Mrs. Buyer*? *Mr./Mrs. Buyer*, this is _____ with The Pulciani Group with Keller Williams Preferred Realty. We spoke _____ ago and at that time I had promised to call you back. And naturally, I'm calling you back. When we last spoke you said that you were planning to ... BUY A HOME.... Are those still the plans?

If yes...

Great, when is the best time for us to ... GET TOGETHER? Do weekdays work best or are weekends better?

If no ...

I'm curious, what changed since our last conversation?