

# OUTGOING ONLINE SELLER LEAD CONVERSION

Text → Talk → Table → Terms

*\*This is the chain of building rapport. Whichever one you start with, go to the next one. If it starts with a text, schedule a phone call. If it starts with a phone call, schedule an appointment. It is **strongly recommended** to at least connect on the phone one time prior to an appointment of any kind.*

## Structure of an Outgoing Call

1. Intro script
2. Build rapport based on their situation
3. Position yourself to possess something they want (selling their home for top dollar!)
4. Close for an appointment, handle objections - Use your ABC's!

### 1. Intro Script

#### Home Valuation Requested

**Agent:** Good morning! (**afternoon, etc.**) This is \_\_\_\_\_ from \_\_\_\_\_, we connected on our website today (**yesterday, etc.**), when you asked us to reach out about sending a home value for your house in \_\_\_\_\_ (**city**), and I'm working on it right now and just have a couple of questions before I can tell you exactly what your house is worth in today's market, if you have just a minute?↓

**Agent:** Great, thank you. I have most of the details here like square feet, bedrooms and bathrooms, but I'd really love to know about the inside of the house, can you please tell me about that?↓

*\*This is intentionally a bit open ended, actively listen to their answer so you know how to proceed. Take off ramps as much as possible.*



## **2. Build Rapport Based on THEIR Needs, take OFF RAMPS!**

*\*These items below show everything you want to learn that they don't volunteer.*

**Agent:** Great. Any other details that would be helpful? *(Listen, take off ramps.)*

**(again):** Perfect, anything else?

*\*Take off ramps, and after they're done talking, ask again, "Anything else?" THEN ask specifically for these items if they don't disclose.*

- Materials for:
  - Counters
  - Flooring (all levels and rooms)
  - Appliances
  - Exterior (masonry, siding, etc.)
- Any recent upgrades
- Anything that could benefit from being upgraded or repaired?
- Age and condition of:
  - Roof
  - HVAC
  - Water heater
  - Windows
- And what has you thinking about selling?  
*(Listen, take off ramps.)*
- And where are you moving to after this house sells?
  - Wow! Do you have a great agent there helping you already, or not yet?  
**\*\* (Insert agent referral here if your company can accommodate, which it should!) \*\***

-Well my company has \_\_\_\_\_ agents nationwide and I have some incredible referral partners in that area, that all share my work ethic and commitment to help their clients. After this call, I'd be happy to pass on some of their contact information if that would be helpful?



- Gotcha. And can I just confirm, are you working with another Realtor right now to help you sell this house?
  - \*If no, proceed and book the appointment.
  - \*If they respond with, "yes," ask them, "OK, do you have a signed agreement with this agent, or are you just talking?" If "just talking," proceed and book the appointment.
  - \*If they have a signed agreement, you cannot work with them right now and it would be unethical to continue with the conversation. Thank them for their time and wrap up, and let them know you'd love to be their #2 if anything changes.

\*If their timeline is more than 6 months out, still try to schedule the meeting. Continue with:

"So, may I make a recommendation?"

"What a lot of my sellers have me do is come to the house for a few minutes to confirm what the house is worth right now, just so you have an idea of a starting point. I'll also make a list of every room and what would need to be done to get it ready to sell, as well as provide some advice on potential improvements that would be a worthwhile investment and make you even more money from the sale. No pressure of course and everything happens on your timeline, it's just a really helpful service I provide to set you up for success down the road, sound good?↓"

### 3. Position Yourself to Possess Something the Prospect Wants

**Agent:** Well I really appreciate you sharing all that, this is great information and I have pretty much everything I need here to show you exactly what we could SELL YOUR HOUSE for in today's market.

### 4. Close for An Appointment, Handle Objections

"To give you an exact number, we just need to SET A TIME TO MEET, to confirm what the house is worth right now. I'll provide some advice on potential improvements that would be a worthwhile investment and make you even more money from the sale, and all of the ways we can market your house to ensure you get the MOST MONEY POSSIBLE. And of course there's no pressure or obligation to proceed. So, when is the best



time to, MEET AT THE HOUSE, would a weekend or weekday be better?↓

-Morning, afternoon, or early evening?↓

***-[Propose two times]***

***EX: Would Tuesday at 4pm, or 6pm be best?***

**Agent:** Great. I'll put you in my calendar and I'll send you an email with the calendar event, along with some more information about our process and our team, what's the best email to use?↓

**Agent:** Perfect, thank you so much. With the calendar event you'll also see a link to fill out a quick 5 minute survey, which will make sure I have all of the information I need to price the house as accurately as possible, if you could please just have that filled out before we meet?↓

**Agent:** Thank you, you'll receive an email with the link in a minute here. Lastly, can you just confirm that you're not contractually obligated to sell this property with another agent, is that correct?↓

**Agent:** And is there anything that I should have asked you, but didn't, that would better help me understand your situation?↓

**Agent:** Great. Thank you so much, I'll schedule the calendar event now and look forward to seeing you at ***[date/time]***.

