

## SOI SCRIPT

**\*\*\*PRO TIP** - start with a text and ask, "Hey \_\_\_\_\_! I could use your help for a super quick favor, do you have a minute to chat?" This will utilize the human nature to want to help and should result in a high rate of return.

OR

Just jump right into the call. Experiment and see what works best for you.

**Agent:** Hello \_\_\_\_\_, thank you so much for taking my call!

**[Insert F.O.R.D. questions]**

**F. = FAMILY** (*Where did they grow up? How's the wife/husband/kids? Where is their family now? Do they have any siblings? Do they have any children? Now focus on their answers... ask more questions... sit back and listen.*)

**O. = OCCUPATION** (*What do they do for a living? How long have they been in that occupation? What did they do before? Now focus on their answers... ask more questions... sit back and listen.*)

**R. = RECREATION** (*Any vacations coming up soon? What do they do for fun? Hobbies? Passions? Something they always wanted to try or do? Now focus on their answers... ask more questions... sit back and listen*)

**D. = DREAMS** (*What is on your bucket list? Your dreams? Goals? Aspirations? Now focus on their answers... ask more questions... sit back and listen*)

**Agent:** I'm calling for a little favor, do you have a minute to help me out?

**Agent:** Super. I've set a goal to help at least \_\_\_\_\_ people this \_\_\_\_\_ (*summer, spring, etc.*) who are either going to be selling, buying, or investing in real estate. So I was wondering who you've talked to recently from work, or friends or family, that are looking to, BUY A HOME, SELL A PROPERTY, or INVEST in real estate, that I can help?

**IF NO:** Hey no worries, I really appreciate you thinking of that. But let me ask then, who do you know that might know of someone that looking to ...BUY A HOME, SELL A HOUSE, or INVEST IN REAL ESTATE, that I could call today?



**IF YES:** Fantastic! And you know I will take great care of them, because I want both you and them to be glad you referred me. What would be the best way to reach them?

*(really try to get their contact info, rather than wait to receive it. If that's not possible, make a note in your CRM to followup.)*

**\*\*\*If you need to interrupt a talkative person:** Hey, I'm so sorry to have to do this. I've got an appointment I have to run to in a minute here. I'd love to keep catching up, can I give you a call in the next week or two and we can catch up some more?

**\*Your job is to stay on track with your prospecting schedule!**

## SOI SCRIPT TIP

Use this script for everyone in your SOI once per quarter to maximize maintaining your relationships, and the potential for referrals. If you have a great CRM (*which you should!*), it should be easy to mark them in your sphere and have them on your quarterly smart list.

