

The Journey To Mastery™ Scripts

Open House Procedure

Example

Role Play

Invitation Script

Knock, knock/Phone script.

Hello, my name is _____ and I work with _____ . I don't want to bother you right now if you're busy, but when would you have a few minutes to talk?

(Get "Yes" - Establish permission)

Our company is holding an open house in your neighborhood and we have been getting a lot of interest in it. We want to invite you and your family to come and see the home and tell your friends about it.

Are you free today between noon and six?

Good! How would you feel about stopping by and helping your neighbors sell their home? When you see the house it may remind you of someone you know who would like to live in your neighborhood. The sellers would appreciate any friendly referrals you could offer that would help them. Can you drop by?

Where is it located?

(Give address)

Will you be there today?

(Get yes)

Fine, I'll definitely be there and I look forward to seeing you. Thank you. What is your name? Excellent - we'll see you later

Oh, by the way, feel free to bring any friends.

Sign-in Script: Open House

Introduction

Make sure prospect makes connection and relates to you.

At the seller's Request, and as a condition for seeing the property...all guests are ask to sign the Guest Register and complete the information sheet before viewing their home.

Sign-In

Make sure you have information before you go on.

(Touch the sign in sheet twice and check to make sure it is accurate.)

Pre-Survey Script: Open House

Introduction

Make sure prospect makes connection and relates to you.

(Name), We are conducting a survey on behalf of the seller that will assist our seller in understanding how their property is positioned in the market place.

Permission

Make sure you have permission before you go on.

I have a few questions I'd like to ask you, and I can ask them now, would that be OK?

Home Tour™ Follow-Up Script

Introduction

*Make sure prospect
makes connection
and recognizes you.*

Hello (name), this is (your name) with (company).

We met earlier today at the open house on (address).

Permission

*Use experience of
meeting to spring board
conversation.*

Are you free to talk on the phone for a couple of minutes?

If yes, continue.

If no, ask when you can call back.

Okay, good. I didn't get a chance to spend much time with you today at the open house and I wanted to follow up and touch base with you.

(Answer questions)

Draw Out

Tell me a little bit about your situation.

How long have you been looking?

What time frame are you looking at?

What area do you want?

Body

You know, we have hundreds of homes on the market right now and here's what I've found that works. I don't work with every potential client. I spend time with you to determine exactly what your needs are and then I go to work to find the property. You probably won't see a lot of property with me but the properties I show you will be meaningful.

Home Tour™ Follow-Up Script

Ask For Appointment

*Make sure all decision
makers are present.*

When would be a good time?

How about...?

Which time...?

What time...?

Tell me who are the people involved in the decision making process?

Will you be sure to have them with you at our meeting? I will take personal responsibility to ensure the hour we spend together will be of value.

Clarify Once Again

Time, date, place, and travel information.

Confirm names of all people expected.

Jelly Bean Jar Permission Script

My business is referral dependent. I am putting together a small group of people who I will stay in touch with on a regular basis concerning my real estate business.

I'd like to include you in this group and what that would mean is that I'd be touching base with you once a month for a two minute phone call to ask if you know of anybody I should contact who has any needs regarding real estate. Would that be okay? I really appreciate that!

Also, in the event that you have any needs or anything that I can get from this group on your behalf, I'd be happy to pursue that as well.

Jelly Bean Jar Protocol

1. Fixed in size
2. Personal contact every 30 days
3. Look for red ones
4. Add one - you must drop one

First Jelly Bean Jar Call - People You Know

Introduction

*High toned, Enthusiastic
to talk to them, Get
permission to talk first!*

*Go slow, make sure they
understand what it is you
are saying, pronounce
every word carefully.*

Hi (_____ name), this is (_____ your
name, with ____ Company Name_____, how are you?

Do you have a couple of minutes right now to talk?

Great, thanks...(_____ name), as you probably know
already, my business is "REFERRAL DEPENDANT". I have
been looking at my business plan for the year 2000 and
where I want to go with it, and I have decided to put together
a small group of people. People that I have relationships with
like you that I would stay in touch with on a regular basis as
part of building my future business. And my purpose in
calling is touch base with you and see if it would be all right
to add you to this group. (Pause.....) What this would look
like is that I would call you once a month just to say "Hi" and
see if you knew of anybody I should be in touch with that has
any needs in real estate...it would only be a couple of
minutes each month as a phone call...? (Wait for response)

In The Group

*Let them know you really
appreciate them and
their willingness to
participate. Now give
back something if you
can!*

(_____ name), GREAT, I really appreciate this...I
promise I won't bother you with this and if you need anything
from me, that would help you when I am contacting this
group, I would love to do that. I want this to be reciprocal.
For example, I have someone that can _____
or I have included someone that
will_____.

Mailing

*Let them know you will be
mailing and offer again to
help them.*

Also, I will be sending something out in the mail each month,
keep an eye out for it, I would like your feedback very
much. And please let me help you with anything you need
that could come from the benefit of this group.

Inbound Ad/Sign Call Phone Script

Introduction

Highlight information of property BRIEFLY to move caller off of property and to prime them for relationship.

Keep control of conversation - keep brief - move conversation off of property into experience.

Hello, (company), how may I help you?

I'm calling about the house I saw advertised in (newspaper).

Just a minute, let me get that ad in front of me so that I can be certain I give you accurate information.

What's your name?

Okay, (name). I've got that ad in front of me, what do you need to know?

(Give concise information about the property that is available, i.e. whether or not it has been sold, reduced, etc. Keep information to 2-3 key points.)

Draw Out

Get caller talking about their experience of looking for property.

Get caller to ENGAGE with you in relationship.

What was there about this ad that caught your eye?

How long have you been looking for a home?

What kinds of things are you looking for?

Oh yes, which, go on, of for heavens sake, really, wow (give lots of positive reinforcers).

Conversion

You must be convinced that this is the best way to work and hold the line, without compromise.

You know, (name), it sounds to me like you need someone to represent you. We have hundreds of homes listed and most of the property sells in days, before we can advertise it. So a lot of the time, what you see being advertised is property that is hard to move.

"How We Work" Script

Understand the integrity of the situation. If Married, get spouse at appointment.

Here's how we work. We sit down with you for a fair amount of time and thoroughly discuss what your needs are. When we have a clear picture of what is important to you, we agree to represent you. We will then watch all the new listings and when one matches we will show it to you, so you have a chance to see it before it gets advertised publicly. There are hundreds of properties that never get advertised.

What you need is someone who is really familiar with what it is that you are looking for, who is in close touch with the activity of the market and can represent you.

Pre-Close

How would you feel about coming into the office and meeting us?

Close

What would be a good time?

Which would be better?

How about...?

What time...?

Clarify Once Again

Time, date, place, and travel directions to office.

After Probing and Setting Appointment Script

“I will line up properties for you to write offers on. Before we see the properties, I need for us to have an understanding. What is important to me is that you make a decision on each property we see. It doesn't matter what your decision is. It's just important to me that you make a decision so I can tell where I am with you and that I am hearing what it is you're saying with respect to finding your property. A 'No' is just as important as a 'Yes'.”

“I don't want you to feel pressured or pushed into something. I just want you to make a decision.”

“So (day) _____ when we are seeing your property, be sure to have your checkbook with you so you can write the offer on the property you choose. Again, if you don't want the home, don't write the offer. If you do want the home, be prepared to write the check right then and there.

“I will go ahead and prepare much of the paperwork on the offer and have it ready before we leave my office on (day) _____.”