

Recruiting Script for Licensed existing agents

Hello, _____ ? Great! My name is Jami, I am with Platinum Properties GMAC Real Estate. We are conducting a real estate industry survey and I don't want to bother you right now, but when would you have a couple of minutes to answer a couple of questions? (Wait for a reply and listen to what is said) (Respond accordingly). (Chit Chat about them, get into a relationship.) In order for me to know a little bit about who I am talking with and build a profile for the survey I have a few general questions I would like to ask, all of the answers will be confidential and I can ask them now would that be okay?

1. Are you from this area?
2. Why did you choose real estate as a career?
3. What were you doing prior to real estate?
4. How long were you thinking of real estate as a career before going to school?
5. What school did you go to?

Well, the reason I called you is because we like to talk with agents who have been in the real estate business for a short period of time, and what their experience is around what is happening in the industry.

So-o-o, to help us stay on top of what is going on we conduct a survey from time to time.

I have a few specific career survey questions I would like to ask now, would that be okay? (Wait for a reply) (if they answer no your reply would be "That is okay, I know you weren't expecting my call. When would you have time to talk with me? (Get an appointment to call back.) If their answer is yes, Again, I want you to know that all answers are strictly confidential; we will not discuss them with anyone except to build a demographic profile for the industry.

The first question is:

1. How long have you been in the business? (find out when they started) Are you full or part time?
2. Are you with the same office that you started out with? (If not how many offices have they been with?)
3. Have you had specific agent training in how to grow your business?
4. How do you feel about the level of business you have been doing? What do you think accounts for that?
5. Do you, with the knowledge you have presently, feel confident of being able to grow your business to meet your financial goals and reach long-term success?
6. What type of hands on coaching have you received? (Someone who works with you side by side to assure you that you receive the proper training and coaching to get you to a paycheck you deserve.)

SLOW DOWN

You knooooowwww... We gather this information to help us keep on top of market trends and what's happening with companies in the industry.

We know one of the problems with the industry is that through Market statistics 20% of the agents make 80% of the money in this business and 13 out of 14 agents never finish their second year in the business.

In our experience of tracking agents for over 25 years of real estate training, many agents will not admit they need help in growing their business. But...Our company uses a nationally licensed program called the Journey to Mastery™. It is proprietary and exclusive to our company and 60% of the agents participating in the program end up productive, full-time agents in real estate. The program is totally free to qualified participants with our company.

Apart from the survey and based on your profile, you sound like someone who might be a candidate for the program. As I said, our company totally pays for the costs of the training...would you be interested in learning more about how it works and why?

As I said, It is being offered exclusively in the Las Vegas area by Platinum Properties GMAC Real Estate...it does not cost the agent (you) a penny if you are committed to real estate. The company pays for it because it works.

(if yes continue-if no go to not interest at this time in this script) Great!

The program is only open to agents who are looking for a career and are willing to commit to becoming productive. It does require an interview however.

We are Conducting a orientation for this program on date / time.

This is a group interview that is a presentation of every thing this program has to offer, and an open forum to answer any questions and you can not commit or sign-up that evening. You must think about it and be invited back by us.

Again, No one will be joining the program or making any commitments at this time.

Then, if you are interested in our program, and we feel you have the desire to succeed we are looking for, you will be asked back for a second interview for **you** to make a decision at that time.

So, you can see it's a no lose proposition. You com -----see if you think we can jump start your career, if you don't think it's right for you ----don't ask to come back for the second interview ---it's **O.K.!**

How would you like to attend our orientation?

Great! Do you have a pencil and paper to jot down some information? OK its __day__, on __date__, at __time__. We are located at 2975 S. Rainbow Blvd. Ste K. My phone number is 210-9389. Good I am adding you to that date and I am going to need to call you prior, to confirm my group size. What is the best number and time to reach you? Thank you, will you be available to take my call at (your time set for confirms.) Please treat this as an appointment and please be available when I call.

(Depending on how they sound): We are looking for serious career minded individuals and for us showing up counts. You can absolutely count on us.... can we count on you?

It was great talking with you (their name) and I look forward to having you at our meeting. I'll talk to you (day and time of confirm) Goodbye!