



## **CORE 100 SCRIPT**

Hi \_\_\_\_\_. This is (Your Name) from ABC Realty. How has everything been going for you? (Listen to their answer and respond.)

I am actually calling today because our business has been growing and lately I have been getting a lot of people that have potentially needing the kind of service you provide and it made me think of you. I wanted to see if you were interested in receiving potential clients from me?

That is what I thought but you never know... (Say this jokingly) I do have a question though. Do you currently have a Realtor that you are committed to? Meaning, if you were going to sell your own home, they would be the one you would sell it with.

**Potential CORE 100 Member:** *Well yeah. I use \_\_\_\_\_. She has been my families Realtor for the past 20 years but that doesn't mean I wouldn't love to do a good job for your clients. (If someone has a Realtor already, move on. You don't want to compete for their referrals)*

OR

**Potential CORE 100 Member:** *No, not really. I mean I know a lot of Realtors around town but I can't say that I am fully committed to anyone yet. Why do you ask?*

I only ask because I really believe in the power of having and developing reciprocal relationships with other businesses and I just want to make sure that anyone that I make a decision to commit to and send referrals to is just as committed to me and my business as I am to them and their business. I make it a point to search for leads and advocate for those that I am aligned with because I really believe in making an effort to contribute to the success of those around me. I think we have all had the experience where we were sending all of our leads to someone only to find out that they were sending their business to someone else...

Does this sound like something you could commit to then because I would really love to be able to tell my clients that you are the \_\_\_\_ I recommend on a regular basis and know that you are telling your people the same about me?

**(If yes ...)** Perfect! We should plan to grab some coffee soon so I know exactly what kind of people are perfect for you and you know what it right for me. Would that work for you?