

Script for calling seller leads

Note: You have to call within 5 minutes if possible so they are still thinking about their home's value and the form they have just filled out. Statistics show that you are more than 100 times more likely to have a conversation and convert someone into a client when reaching them within 5 minutes.

If the potential seller doesn't pick up

Don't ever leave a message on the first attempt to call them. Instead, if they don't pick up, then employ the IMMEDIATE SECOND CALL. The immediate second call is where you hang up the phone and immediately call back again. Many times when a person doesn't recognize a number, they don't pick up. But if the same number calls back right away, they assume it's somebody they know calling from a number they don't recognize and now they will pick up.

If they don't pick up on the IMMEDIATE SECOND CALL then leave them a message and say the following:

YOU: Hi _____! This is _____ (don't mention your company or that you are a Realtor). I just got your request to get the value of your home and I want to get that over to you ASAP. I just need one more thing to make that happen. You can reach me at _____ for the next 30 minutes or so. I look forward to hearing back from you. Thanks!

Note: The one thing that you need is to actually see their home so you can give them an accurate assessment. The reason that you are giving the 30 minute deadline is because it applies scarcity to the conversation and makes your time seem valuable since you aren't just waiting around all day waiting for their phone call. It brings the control back to you.

If the potential seller does pick up

You: Hi! Is this _____?

Them: Yes... Who is this?

You: Hi _____. This is _____. I'm getting back to you about the form you just filled out requesting to get the value of your home. I can certainly take care of that for you. Real quick though, are you near your computer or phone or wherever you keep your calendar?

Them: Yes. I keep my calendar right here on my phone. Why do I need to be near my calendar?

Note: By asking them a question and getting them to think and get near there calendar you are doing two things; First, you are changing their pattern for what they expect which throws them off a little. Second, you are putting them to work which gives you control over the conversation. To do this though, you must sound confident!

You: (Seller's Name), as I am sure you are aware, there are a ton of online automatic valuation tools that estimate your home's value electronically but are almost always wrong because how can you really estimate a home's value without seeing it, looking at the updates that have been done and what kind of wear and tear it's been through? You know what I mean?

Them: Sure.

You: Perfect! So I want to get you the value of your home without putting you out or bothering you too much and it turns out that I will actually be in your neighborhood tomorrow around 6pm. Would you be offended if I stopped by for a quick, 5-minute on-site price consultation while I'm there so I can give you exactly what you're looking for, an accurate value of your home?

Note: In an ideal world, this is where they say yes and you go look at their house as scheduled. This is not usually how it will work out though. This is where you really have to leverage the A.R.P. and A.R.C. strategies taught at www.jaredjamestoday.com/marketing101

Most of the time they are going to say something like, "I don't think I want to have someone come by just yet. I really just want to get the value of my home."

You: Perfect _____. I know you just want the value of your home and that's exactly what I want to give you. So can you tell me about any updates you might have done since you bought the house ten years ago? (This question is known as a pivot)

Note: Continue to ask questions like this until you feel that your rapport is at a higher level and now they might feel comfortable with you stopping by for a quick 5-minute on-site price consultation. Once you get that sense, then you A.R.C. (acknowledge/respond/CLOSE) It would go something like this:

You: Perfect _____. So you just want an accurate value of your home and I've got some of the information that I need to be able to give that to you but nothing compares to seeing a property. As I mentioned at the beginning of our call I'm actually going to be in your neighborhood tomorrow around 6pm and could stop by really quickly so you can get what you want. Would you be offended if I came by for a really quick 5-minute on-site price consultation while I'm there anyway?

Note: Like anything in sales, you just have to keep going back to your close. Remember, average sales people close about 1-2% of the internet leads they get. Absolute ballers close 4-6%, which means that 95% or more are never going to work with you. It's a numbers game but in real estate you have to say the right things, say them enough times and say them to the right people. Follow this script over and over again to have a higher rate of success when following up with seller leads!