

Prospecting Scripts

2 keys to success in Real Estate

1. TALK TO PEOPLE

2. ASK THE RIGHT
QUESTIONS

1. Door-knocking or cold calling properties around a new listing (inviting them to a property preview)

Purpose & Overview

The purpose of doorknocking/telemarketing property owners around a new listing is 2 fold.

The first is the fact that experience shows there are likely to be neighbours who consider selling when they see a house in the street go on the market. We want to meet these people as they could be our next listing.

Secondly, by inviting neighbours and hot buyers off your database to a property preview (before the first advert is placed) you create the opportunity to get an offer or market feedback to start educating your seller. If you can get an offer before the first advert is even placed and begin to shift your seller's mindsets on price early then you make the rest of the sale process a lot easier.

Door Knock

AGENT: Hi, my name is Peter Ford and I'm from Complete Property Training. I just wanted to let you know that I have just listed number 54 in your street and the owner has asked me to personally invite all the neighbours, including yourself, to a property preview we are having on Thursday evening that we are having from 5:00 – 6:00pm.

HAND OVER INVITATION

AGENT: Obviously what this property sells for will affect the value of other properties in the street. You are more than welcome to come along and have a look regardless of whether you are considering buying or selling. Perhaps you might know someone that is looking to buy within the area?

Telemarket

AGENT: Hi, is that Mr/Mrs Smith?

OWNER: Yes

AGENT: My name is Peter Ford and I'm from Complete Property Realty. I just wanted to let you know that I have just listed for sale number 54 in your street. The owner has asked me to personally invite all the neighbours, including yourself, to a property preview we are having on Thursday evening that we are having from 5:00 – 6:00pm.

OWNER: Oh ok. We're not planning on buying or selling at the moment.

AGENT: Obviously what this property sells for will affect the value of other properties in the street. You are more than welcome to come along and have a look regardless of

whether you are considering buying or selling. The owner has asked us to personally invite you. Perhaps you might know someone that is looking to buy within the area?

OWNER: Ok, I might see you there then.

(Make sure you follow-up by putting a personal invitation in their letterbox)

2. Private Sellers (how to find them and what to say)

How to find them

Signs

Sunshine Coast Daily Classics

www.owner.com.au

www.hotproperties.com.au

www.diysell.com.au

www.zeroagents.com.au

www.ozprivatesale.com.au

What to say

Q: Hi, is that Mr/Mrs Smith.

A: Yes.

Q: My name is Peter Ford and I'm calling from Complete Property Training. I was surfing the internet today and noticed your property listed for private sale. I was just wondering if you have had any success ?

A: No not at this point.

Q. Yeh, the markets a little slow at the moment isn't it.

A. Yes it is.

Q. How long have you been on the market for now?

A. 5 or 6 weeks

Q. And what has the response been like?

A. We've had a few calls.

Q. That's great. Where does most of the buyer inquiry come from?

A. We get a few from the sign and a few from the internet.

Q. Excellent. Well the purpose of my call today was just to touch base and see how things were going for you. If there is anything we can do at all to assist you in the sale we would be more than happy to assist.

A. OK thanks for that but I think I'll be right.

Q. If I were able to get you a sale at the price you are after with enough extra to cover my commission would you be interested in speaking with me further?

A. Yes/No/Maybe (the aim is to try and get an appointment if it is a yes or maybe – don't do your listing presentation now on the phone as they won't be ready to receive it).

If you get a no at this point in time just be polite and wish them all the best with the sale and tell them (don't ask permission) you will touch base in the future to see how things are going. Make a diary note to ring them WEEKLY.

Weekly phone call script

Q. Hi Mr Smith, this is Peter Ford from Complete Property Training. How are you today? I was talking with you a couple of weeks ago (it was actually only one week ago but we want to the person to think it has been a few weeks) about the sale of your home/property. I was just wondering how things are going?

A. Not real well. It's a bit slow.

Q. I know you would really love to sell the property yourself, but as I said last time we spoke, I would be more than happy to assist you in any way that I can.

A. No. I think I'll be right thanks.

Q. No problem. Remember I can help you sell the property whilst you still market it privately and if you sell it yourself you still won't have to pay a commission (referring to a sole agency agreement).

3. Cold prospecting (Door knocking & Telemarketing)

Purpose & Overview

The purpose of cold doorknocking/telemarketing is again two fold.

Firstly, it will help you find people that are ready to sell now. If you call enough people "Murphy's Law" or just "Dumb Luck" will kick in and you will happen to ring the right person at just the right time. My first listing in Real Estate came from a cold call. I rang a random phone number and the old lady that answered told me that she had woken up that morning and decided to sell. Her husband had passed-away 3 years earlier and that morning she decided it was time to move on. I was just the luck person that called her that morning.

Secondly, cold prospecting will help you build a database of future listing prospects that, if managed properly, will guarantee you a steady flow of listings every month for the rest of your real estate career. If someone is not selling but are warm on the phone you need to try and database them. Send them a hand written thank-you card and get them on you database for a monthly newsletter (preferably email).

Telemarketing – Not selling – Not Friendly

Q. Hi. Is that Mr Jones?

A. Yes.

Q. Oh great. Mr Jones my name is Peter Ford and I'm calling from Complete Property Training. How are you today?

A. Good thank you.

Q. Mr Jones, this is just a quick courtesy call to let you know that I am going to be in your street this week doing a market appraisal for another property owner. I was just wondering if you would like an updated appraisal on the value of your home?

A. No. I'm not planning on moving any time soon. They'll carry me out of here in a box.

Q. No problems Mr Jones. If I can ever be of service to you in the future please feel free to give me a call. My name is Peter Ford and I am from Complete Property Training.

A. Ok. Thanks for that

Q. I appreciate your time Mr Jones. Have a nice day.

A. Thank you.

Telemarketing – Not selling – Friendly (get email)

Q. Hi. Is that Mr Jones?

A. Yes.

Q. Oh great. Mr Jones my name is Peter Ford and I'm calling from Complete Property Training. How are you today?

A. Good thank you.

Q. Mr Jones, this is just a quick courtesy call to let you know that I am going to be in your street this week doing a market appraisal for another property owner. I was just wondering if you would like an updated appraisal on the value of your home?

A. No. I'm not planning on moving any time soon. They carry me out of here in a box.

Q. No problems Mr Jones. I am currently sending out a monthly market update to other property owners in your area via email. Would you like me to send you a copy of this each month?

A. Yes that would be OK.

Q. What is your email address?

A. mrjones@hotmail.com

Q. Great. My next market update is due at the end of the month and I'll make sure I send you a copy. If I can ever be of service to you in the future please feel free to give me a call. My name is Peter Ford and I am from Complete Property Training.

A. Ok. Thanks for that

Q. I appreciate your time Mr Jones. Have a nice day.

A. Thank you.

Telemarketing – Yes to appraisal

Q. Hi. Is that Mr Jones?

A. Yes.

Q. Oh great. Mr Jones my name is Peter Ford and I'm calling from Complete Property Training. How are you today?

A. Good thank you.

Q. Mr Jones, this is just a quick courtesy call to let you know that I am going to be in your street this week doing a market appraisal for another property owner. I was just wondering if you would like an updated appraisal on the value of your home?

A. I'm not planning on selling for a while but yes you could come and give me an appraisal.

Q. Great. That will be no problem at all. Have you thought about where you would go if you moved from Caloundra?

A. I would probably move to Melbourne to be closer to my family.

Q. That sounds nice. Before I come around to your home to do the appraisal I would like to do some research on recent comparable sales. Could I just take another 2 minutes to ask you a few questions about your home?

A. Yeh. That's fine.

Q. How many bedrooms do you have?

A. 3 plus a study

Q. Do you have an ensuite to the master

A. Yes

Q. How many living areas do you have in your home? Do you have a separate lounge and family/rumpus room?

A. No, we just have the one lounge room.

Q. How many garages do you have?

A. Double

Q. Do you have a pool?

A. No

Q. Excellent. That gives me enough information to get started. The only thing I need to do to search for some recent comparable sales is get a rough idea of what price range need to search in. Obviously I haven't seen your home yet. What range do you think it would sell in roughly?

A. I really don't know that's why I am getting you around.

Q. I understand that. Are there any other homes on the market in your street at the moment or any that have sold recently?

A. The one just down the road is on the market for \$550,000

Q. And how do you think your home compares with that one?

A. Ours isn't quite as big as that.

Q. So if I searched for recent comparable sales between \$450,000 and \$550,000 I should be safe.

A. Yeh that should do it.

Q. Fantastic. The only other thing we have to do is work out a time that is suitable for me to come and see your property. I am going to be in your area tomorrow after 3pm or on Friday between 9-11am. Do either of these times suit you?

A. Tomorrow at 3pm will be fine.

Q. Great. I will see you then.

A. Thanks.

Telemarketing – Looking for someone ready to sell NOW!

Q. Hi. Is that Mr Jones?

A. Yes.

Q. Oh great. Mr Jones my name is Peter Ford and I'm calling from Complete Property Training. How are you today?

A. Good thank you.

Q. Mr Jones, this is just a quick courtesy call to let you know that I am going to be in your street this week doing a market appraisal for another property owner who is considering selling. I was just wondering if you would like an updated appraisal on the value of your home whilst I am in the area.

A. No I'm not planning on selling.

Q. No problem, I appreciate your time.

NEXT

Doorknocking – Not Selling

Q. (knock, knock) Hi, my name is Peter Ford and I'm from Complete Property Training. How are you today?

A. Good thanks.

Q. As you can see I am out doorknocking on this lovely day talking to property owners in the area. I'm looking for people that might be planning on making a move some time soon. Are you planning on selling some time in the next 12 months?

A. No. We love it here.

Q. That's great. It's a lovely location. I may be able to help you with something else. I am currently sending out a monthly market update to other property owners in your area via email. Would you like me to send you a copy of this each month?

A. Yes that would be OK.

Q. What is your email address?

A. mrjones@hotmail.com

Q. And who should I address the email to (get first and last name)?

A. John Johns

Q. And can I grab your phone number too

A. Yeh. 5478 6534

Q. Great. My next market update is due at the end of the month and I'll make sure I send you a copy. If I can ever be of service to you in the future please feel free to give me a call. My name is Peter Ford and I am from Complete Property Training.

A. Ok. Thanks for that

Q. I appreciate your time Mr Jones. One last thing . . . do you know anyone in the area that is planning on selling?

A. No.

Q. Ok thanks. Have a nice day.

A. Thank you.

Doorknocking – Maybe – no to appraisal

Q. (knock, knock) Hi, my name is Peter Ford and I'm from Complete Property Training. How are you today?

A. Good thanks.

Q. As you can see I am out doorknocking on this lovely day talking to people about property. I'm looking for people that might be planning on making a move some time soon. Are you planning on selling some time in the next 12 months?

A. Not at the moment but we might move later in the year when the kids finish school.

Q. That's great. Where do you think you will move to?

A. Probably back to Cairns where we use to live.

Q. It's a lovely location (you can talk some other guff here and sound interested)

A. Yeh, we are looking forward to it.

Q. If you would like I can come back and give you an idea of where your property current sits in the market. Once you know that you can keep an eye on what happens between now and the end of the year and it might help you decide when to move.

A. No. I think I'll be right for the time being. We'll wait until the time gets closer.

Q. No problem. I may be able to help you with something else. I am currently sending out a monthly market update to other property owners in your area via email. Would you like me to send you a copy of this each month?

A. Yes that would be OK.

Q. What is your email address?

A. mrjones@hotmail.com

Q. And who should I address the email to (get first and last name)?

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A. Yeh. 5478 6534

Q. Great. My next market update is due at the end of the month and I'll make sure I send you a copy. If I can ever be of service to you in the future please feel free to give me a call. My name is Peter Ford and I am from Complete Property Training.

A. Ok. Thanks for that

Q. I appreciate your time Mr Jones. One last thing do you know anyone in the area that is planning on selling?

A. No.

Q. Ok thanks. Have a nice day.

Doorknocking – Maybe – Yes to appraisal

Q. (knock, knock) Hi, my name is Peter Ford and I'm from Complete Property Training. How are you today?

A. Good thanks.

Q. As you can see I am out doorknocking on this lovely day talking to people about property. I'm looking for people that might be planning on making a move some time soon. Are you planning on selling some time in the next 12 months?

A. Not at the moment but we might move later in the year when the kids finish school.

Q. That's great. Where do you think you will move to?

A. Probably back to Cairns where we use to live.

Q. It's a lovely location (you can talk some other guff here and sound interested)

A. Yeh, we are looking forward to it.

Q. If you would like I can come back and give you an idea of where your property current sits in the market. Once you know that you can keep an eye on what happens between now and the end of the year and it might help you decide when to move.

A. You can come in now and do it if you like?

Q. Before I do an appraisal I like to be prepared and do some research on recent comparable sales. Can a get just a few details about your property and do my research before I come back and do the appraisal.

A. Yes that would be fine.

Q. How many bedrooms do you have?

A. 3 plus a study

Q. Do you have an ensuite to the master

A. Yes

Q. How many living areas do you have in your home? Do you have a separate lounge and family/rumpus room?

A. No, we just have the one lounge room.

Q. How many garages do you have?

A. Double

Q. Do you have a pool?

A. No

Q. Excellent. That gives me enough information to get started. Do you have a dream price that you would like to achieve.

A. I'd like to think we could get \$500k.

Q. Based on what you've told me that sounds quite reasonable. When is it a good time for me to come back and see you. I am going to be in your area tomorrow after 3pm or on Friday between 9-11am. Do either of these times suit you?

A. Tomorrow at 3pm will be fine.

Q. Great. I will see you then. Do you mind I just grab your contact details in case I am running a few minutes late?

A. Yeh no problems.

4. Calls to database

Purpose & Overview

There is no sense in spending time and money building a database if you don't keep in touch with the people. Email and direct mail are great ways to stay in touch however if you don't regularly talk to people on your database everything else is a waste of time!

Don't be scared to call people. I can guarantee that you are more likely to miss the listing because you don't call enough rather than because you call too much. You can never be too persistent.

Below are a few ideas of what you would say to different types of contacts on your database.

Future Seller (next 6 months to 2 years)

Call frequency – bi-monthly

Q. Hi Mary. It's Peter Ford calling from Complete Property Training. How are you today?

A. Good thanks.

Q. Have I caught you at a good time or are you in the middle of something?

A. No. I'm good.

Q. Great. I was just touching base to give you a quick market update. I realise you're not in the market at the moment but thought you might be interested to know what has sold in your area since we last spoken.

(talk about new listings and sales in the area – make sure you have done your research first – they only want to hear good news)

Q. Have you been receiving my monthly newsletter?

Q. We have a big in-rooms auction day on next week with 22 local properties going under the hammer. I thought you might want to come along and check it out. There is no better way to see what is going on in the market. I also have an ulterior motive one day I want your business and these auctions are a great way for me to show you really how good we are.

Q. Are you still planning on making a move ???? (later in the year / next year / in a few months / after Christmas / when you retire / when the kids finish school)?

Q. We are having an information evening in a few weeks about the future developments in Caloundra and what some of the local experts have to say about it. Would you like me to send you an invite?

Future Seller (next 6 months or less)

Call frequency - monthly

Q. Hi Mary. It's Peter Ford calling from Complete Property Training. How are you today?

A. Good thanks.

Q. Have I caught you at a good time or are you in the middle of something?

A. No. I'm good.

Q. Great. I was just touching base to give you a quick market update. I realise you're not planning on making a move at the moment but thought you might be interested to know what has sold in your area since we last spoken.

A. Yeh. That would be handy.

(talk about new listings and sales in the area – make sure you have done your research first – they only want to hear good news)

Q. Do you still think it will be another ??? months before you plan on moving?

Q. Have you started doing research on properties in ?????? yet *(wherever they are moving to)*

Q. Have you seen any properties that might suit your needs?

Q. Before I go I'm always looking for more properties to sell. Do you know anyone that is planning on selling at the moment?

Future Seller (next 2 months or less)

Call frequency - weekly

Q. Hi Mary. It's Peter Ford calling from Complete Property Training. How are you today?

A. Good thanks.

Q. Have I caught you at a good time or are you in the middle of something?

A. No. I'm good.

Q. Great. Just a quick call to let you know that there a still a lot of active buyers in the market at the moment. I had 6 open homes on the weekend and there were at least 3 buyers at every one of them. Are you still planning on being on the market in the next few weeks?

Q. What do you have to do before you are ready to put your home on the market?

Q. Would you like me to come around and give you a few tips on things you can do to your home that cost very little but will add a lot of value? If you like I can drop a little booklet off to you will all our "secret" real estate secrets.

Q. Have you been receiving my weekly new listings email? It's a great way to keep up-to-date with the competition in the market at the moment.

Q. I have been talking to some buyers who I think would be really interested in your home when you are ready to sell. Obviously I haven't told them about your home because it isn't on the market yet but let me know as soon as you are ready because these guys are ready to buy now.

Past Appraisal (appraisal done in the last 6 months but not selling)

These people should be on a monthly newsletter plan

Q. Hi Mary. It's Peter Ford calling from Complete Property Training. How are you today?

A. Good thanks.

Q. Have I caught you at a good time or are you in the middle of something?

A. No. I'm good.

Q. Great. I just wanted to touch base with you as it has been a while since I gave you an appraisal on your home in ?????? There has been quite a bit happening in the property market. Has your situation changed at all?

(let them talk)

Q. With so much happening in the market at the moment we like to make sure that we update all of our market estimates every 6 months. If you like I can give you a call down the track to see if we can update the appraisal I did on your home. You never know . . . you might be pleasantly surprised.

Q. I realise that you are not in the market to sell at the moment but I was hoping that you could help me with something . . . do you know anyone that is planning on selling at the moment?

Q. Have you had any thoughts about making a move / selling yourself?

Q. I realise you're not planning on making a move at the moment but thought you might be interested to know what has sold in your area since we last spoken.

(talk about new listings and sales in the area – make sure you have done your research first – they only want to hear good news)

5. Finding out if a buyer has a property to sell

Most salespeople have tunnel vision at their open homes and assume that everyone that walks in the front door is a buyer or “tyre kicker”. The truth of the matter is a lot of them are sellers currently on the market or local property owners who are considering selling (and have come to your open to do their market research).

If you ask every person who walks in the front door “How did you find out about our open home today?” those that say they received a flyer in their mail box (just listed) or saw the signs are likely to be local property owner LISTING PROSPECTS! They might not be ready to sell now but are people that you need to database and keep in contact with.

At open house:

- Do you currently live locally?
- Are you looking to buy at the moment or are you looking to sell?
- What sort of timeframe are you looking to buy within?
- When do you hope to make a move?
- Do you need to sell your current home to enable you to buy again?
- Is your home on the market at the moment?
- Have you had someone give you a market appraisal on the value of your home?

6. Calling other agents signs

Q. Oh Hi is this Mr/Mrs X?X?

A. Yes.

Q. Great. My name’s Peter Ford and I’m from Complete Property Training. The purpose of my call today is that I was driving down your street and noticed your home was on the market. I was just wondering if you were planning on re-buying in the area?

A. No

Q. Do you mind if I ask where you are moving to?

A. Hobart

Q. Oh great area. And what sort of timeframe do you have to move?

A. ...

Q. How long have you been on the market now for?

A. ...

Q. And how’s things been going?

A. ...

Q. Have you had many people through?

A. ...

Q. Can I ask you what price are you on the market for?

A. \$500,000

Q. Oh, that sounds pretty reasonable; it's surprising you haven't had more people through.

A. So are we

Q. Well look; the purpose of my call today was to find out if you were planning on re-buying in the area. Obviously you are not. Never the less, if there is anything at all I can do to help, whether it is with some local market information or whatever, I am more than happy to assist.

Is there anything more I can do for you today?