

A woman in a dark business suit and glasses is shaking hands with a man in a tan polo shirt. A woman in a light-colored top and jeans stands behind the man, smiling. They are in a bright office with large windows. The woman in the suit is holding a folder and a tablet.

Prospecting Clients

BROKER'S
REAL ESTATE WITH REAL VALUE

Prospecting

Making prospecting calls has been proven to bring results.

Prospect calling allows you to develop new leads and establishes relationships with potential customers.

Fear of cold calling or hate cold calling? 95% of sales professionals hate cold calling. Yet, prospecting is necessary to build your business. By consistently prospecting, you ensure a continuous pipeline of incoming business.

Secure an appointment with potential clients

Meetings lead to increased income. Try to secure appointments with potential buyers and sellers.

Goals & Business Plan:

What is your goal? As you commit to prospecting, visualize what you want. Develop a business plan to determine the number of leads and deals you need. Schedule enough prospecting time to book a few appointments per week.



Make 100 calls
Speak to 30 people
Get 1 appointment.



Prospecting

Ask questions

Take time to listen to the answers, let them speak, and learn about their needs.

Listen

The more your potential clients talk, the better your chances are of getting an appointment. Listening is the first step in building trust.

Smile!

The person on the other end of the line can hear your smile, which will set them at ease.

Home vs. House

When referring to properties with buyers, use the word home. A home represents family and lifestyle.

When referring to properties with sellers, use the word "house." This is to help them disconnect from homeowners' sense of loss once they put their house on the market.

Ask for referrals

Try phrases like: "I would appreciate it if you share my contact information with your friends and family.

A referral is the highest compliment I can receive." or "Do you know of anyone who may need my assistance in buying or selling?"

Be Prepared

Have a compelling reason for the call. It will help reduce your fear! Plan out the conversation before you dial the prospect's phone number. Practice the dialogue, so you get comfortable responding to whatever questions come your way.

Expect the "No."

Expect rejection and get used to hearing the word 'No.' Sales is a whole world of "no". 98% of your calls will result in "no." Get used to it, and don't take it personally. Prospecting is simply discarding all the unqualified leads. Stay in contact with your prospects so that when they are ready to move forward, they'll think of you.

Prospecting

Prospects are not rejecting you

You will be rejected and objected; they are rejecting an unwanted interruption. The objection is not to your "proposition"; their response is emotional, not intellectual, so it is up to you to keep your confidence. Don't worry about yourself, keep making your calls.

Give something of value

Each call with a prospect should offer something that would help them with their real estate needs. It will ultimately lead to them working with you.

Setting an Appointment

Your leads might be resistant by this point, so you need to sell the benefits of meeting with you.

Remember your goal

Your goal is to get the lead to meet with you face-to-face to solidify your relationship through a consultation.

Set the Stage for Next Contact

When your lead agrees to meet with you, great! Confirm the time and place.

Make Yourself Memorable

Make yourself stand out among other associates. Give your leads a unique item and tell them something interesting about yourself!

Don't walk away from the phone without at least ONE booked appointment!

Cold Calls

Call Topic: FSBO

Hi, this is ____ from Broker's LLC. How are you today?

I see you are selling your home. I'd like to visit you and your home and preview it for potential buyers. Are you living at the property, or is it an investment property? Would you be willing to work with me if I can sell your house to a qualified buyer? How are your open houses and showings going? I have buyers that want to buy! I'd like to stop by to discuss how we can work together.



Scenarios:



Close for an Appointment

I'd like to have the opportunity to preview your property and drop off a brochure that will give you some information on selling your house on your own. I have Friday at 2 or Saturday at 3, which works better?



Set the stage for Re-Contact

It was great speaking with you. If you have any questions or needs concerning real estate, please do not hesitate to contact me. I will keep you informed with a Market Report. That would be helpful, right? Great, can I have your email?



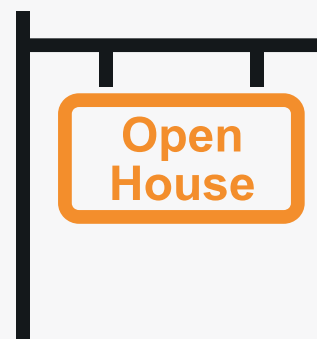
Voicemail Message

Hello, this is ____ from Broker's LLC. I have some interesting real estate information I would like to share with you. Please call me back. Again, my name is ____, and my mobile is _____. I look forward to hearing from you soon.

Cold Calls

Call Topic: Open House Invitation

Hello, this is ____ from Broker's LLC. How are you today? I am holding an Open House at ____ this Sunday from ____ to ____, and I wanted to invite you to attend personally. Did you know this house was for sale? Do you know anyone looking in this area that might like to attend the Open House? What time do you think you'll be stopping by, so I can look for you?



Scenarios:



Close for an Appointment

I would also like to take the time to show you how recent sales in this area have impacted the value of your house. I have Friday at 2 or Saturday at 3, which works better?

Great! I look forward to seeing you at the Open House this Sunday.



Set the stage for Re-Contact

It was a pleasure speaking with you. I look forward to meeting you at the Open House. If you have any questions or needs concerning real estate, please do not hesitate to contact me. In the meantime, I will keep you informed with a Market Report on what's happening in your area. That would be helpful, right? Great, can I have your email?



Voicemail Message

Hello, this is ____ from Broker's LLC. I have some interesting real estate information I would like to share with you. Please call me back. Again, my name is ____, and my mobile is ____.

I look forward to hearing from you soon.

Cold Calls

Call Topic: Farming

Hi, this is _____ from Broker's LLC, how are you today? I recently sent you a postcard about _____, and I wanted to follow up to ensure you received it. I am a local market specialist and just wanted to let you know that you can reach me for any real estate questions. Have you had your home priced recently? Just out of curiosity, are you looking to make a move now or soon?



Scenarios:



Close for an Appointment

I would love to meet you and let you know the value of your home in this market. I have Friday at 2 or Saturday at 3, which works better?



Set the stage for Re-Contact

It was great speaking with you. If you or anyone you know has questions about real estate, please feel free to call me. My mobile is _____. I will also email you my Market Report, which will keep you informed of what is happening in your neighborhood. May I have your email?



Voicemail Message

Hello, this is ____ from Broker's LLC. I have some interesting real estate information I would like to share with you. Please call me back. Again, my name is ____, and my mobile is _____. I look forward to hearing from you soon.

Cold Calls

Call Topic: Expired Listing

Hi, this is ____ from Broker's LLC. How are you today? I'm calling because I know you had your house listed for sale a few ____ ago, and it expired without selling. I'm not sure if you know that the market is ever-changing, and I believe now is an excellent time to promote your house and sell it. Are you still interested in selling? There are several reasons a house doesn't sell during a listing period. I could show you my customized marketing plan to get your house sold so you could move forward with your plans. Would you be interested in seeing it?



Scenarios:



Close for an Appointment

Let's meet to review my unique pricing strategy to get your home sold. I have Friday at 2 or Saturday at 3, which works better?



Set the stage for Re-Contact

It was great speaking with you. By chance, do you know anyone thinking about buying or selling a property? If you have any questions or needs concerning real estate, please do not hesitate to contact me. My mobile is _____. I will keep you informed with a Market Report. That would be helpful, right? Great, may I have your email?



Voicemail Message

Hello, this is ____ from Broker's LLC. I have some interesting real estate information I would like to share with you. Please call me back. Again, my name is ____, and my mobile is _____. I look forward to hearing from you soon.

Cold Calls

Call Topic: Under Contract

Hello, this is ____ from Broker's LLC. How are you today? I'm calling to let you know that we just placed a home in your neighborhood at ____ under contract. It will be closing shortly. Are you familiar with the property? Do you know what your house is worth in this market? I can't reveal the selling price until the home closes. It was only on the market for ____ days. This current market could be an excellent opportunity for you.



Scenarios:



Close for an Appointment

I would like to show you how recent sales have impacted the value of your house.

I have Friday at 2 or Saturday at 3, which works better?



Set the stage for Re-Contact

If you or anyone you know ever have any questions concerning real estate, please feel free to call me directly on my cell____. In the meantime, I can send you a Market Report, so you can see what's happening in your area. What is the best email to send it to?



Voicemail Message

Hello, this is ____ from Broker's LLC. I have some interesting real estate information I would like to share with you. Please call me back. Again, my name is ____, and my mobile is _____. I look forward to hearing from you soon.

Cold Calls

Call Topic: Word of Mouth

Hi, this is ___ from Broker's LLC. How are you? _____ told me you might be thinking of moving. I'm calling today to offer you my help with the whole process. I want to help you find the perfect home to meet your needs. Tell me, what is your time frame for making a move? What area are you looking to purchase in, and what are your preferences for your new home? What is your budget for this home? I have access to homes in the area that you may not see online.



Scenarios:



Close for an Appointment

Let's start by setting up an appointment to meet so I can better help you with the process. I have Friday at 2 or Saturday at 3, which works better?



Set the stage for Re-Contact

It was great speaking with you. By chance, do you know anyone thinking about buying or selling a property? If you have any questions or needs concerning real estate, please do not hesitate to contact me. My mobile is _____. I will keep you informed with a Market Report. That would be helpful, right? Great, may I have your email?



Voicemail Message

Hello, this is ___ from Broker's LLC. I have some interesting real estate information I would like to share with you. Please call me back. Again, my name is ___, and my mobile is _____. I look forward to hearing from you soon.

Cold Calls

Call Topic: Sphere of Influence

Hi, this is _____. I work with Broker's LLC; the real estate market is fantastic! I monitor the changing market and can provide you with the most accurate and up-to-date information.

Are you interested in moving to a new home this year?



Scenarios:



Close for an Appointment

I would love to share the local market trends with you. I have Friday at 2 or Saturday at 3, which works better?



Set the stage for Re-Contact

I enjoyed catching up with you today. If you or anyone you know have questions or needs concerning real estate, please feel free to call me. My mobile is _____. I have a Market Report that I would like to send to you. May I have your email?



Voicemail Message

Hello, this is _____ from Broker's LLC. I have some interesting real estate information I would like to share with you. Please call me back. Again, my name is _____, and my mobile is _____. I look forward to hearing from you soon.

Cold Calls

Call Topic: Garage Sale Sign

Hello, this is _____ from Broker's LLC. I'm calling because I noticed a sign for your garage sale this Saturday. It's always a good idea to clean the garage and make money. I wondered if you were cleaning up as you get ready to sell your home. Have you thought about selling your house? We have many qualified buyers who want to live in your neighborhood. Houses priced right in your area have been selling quickly, averaging just ___ days on the market.



Scenarios:



Close for an Appointment

It is always essential to know the value of your home. We offer a unique service that will help you understand the value of your home. I am available ____ or ____ to stop by. Which works better for you?



Set the stage for Re-Contact

It was great speaking with you. If you have any questions or needs concerning real estate, please do not hesitate to contact me. I will keep you informed with a Market Report. That would be helpful, right? Great, can I have your email? By chance, do you know anyone thinking about buying or selling a property?



Voicemail Message

Hello, this is ____ from Broker's LLC. I have some interesting real estate information I would like to share with you. Please call me back. Again, my name is ____, and my mobile is _____. I look forward to hearing from you soon.

Follow Up

Get In the Practice - Lead Follow Up

Lead follow-up is a vital part of your success. Commit time every day to follow up with leads. The more committed you are to follow up with your prospects, the better your chance of converting them into clients.

Don't fall into the trap of being too busy to follow up. Have a system in place to follow up and stick with it. Keep notes on your leads. They'll be impressed that you remember your conversations' details and focus on their unique needs.



Do what you say you will

If you promised to send additional information, do it.

Reach out regularly

Consistently contact your leads and focus on building a relationship. The more prospects hear your name, the more likely they will remember it. If you remain in contact with a lead, they will be more inclined to work with you because you tried to stay in touch.

Use a system to schedule and organize your activities

Put a plan in place to type notes on your leads and prompt you to call them on time. The discipline of recording what action to take and when with each lead will keep the relationship alive.

Follow Up



Call Topic: Open House Follow Up

Hi, this is ____ from Broker's LLC. How are you doing today? We met at the Open House at _____. Do you have any other thoughts about the home? If you were interested in putting in an offer, would you need to sell a home, or are you currently renting? How long have you been looking? What features are you looking for in a house? Have you already been pre-approved for a mortgage?

Scenarios:



Close for an Appointment

Let's start by setting up an appointment.
I have Friday at 2 or Saturday at 3, which works better?



Set the stage for Re-Contact

It was great speaking with you. By chance, do you know anyone thinking about buying or selling a property? If you have any questions or needs concerning real estate, please do not hesitate to contact me. My mobile is _____. I will keep you informed with a Market Report. That would be helpful, right? May I have your email?



Voicemail Message

Hello, this is ____ from Broker's LLC. I have some interesting real estate information I would like to share with you. Please call me back. Again, my name is ____, and my mobile is _____. I look forward to hearing from you soon.

Follow Up



Call Topic: Follow-Up Call to Sell

Hi, this is ____ from Broker's LLC. How have you been? I spoke with you ____ ago, and you mentioned you might be ready to make a move this (Season /Year). The current market could be an excellent opportunity for you. Do you have an idea of where you would like to move to? Do you know what the budget will be for your new home?

Scenarios:



Close for an Appointment

Let's start by setting up an appointment to meet so I can better help you with the process.

I have Friday at 2 or Saturday at 3, which works better?



Set the stage for Re-Contact

It was great speaking with you. By chance, do you know anyone thinking about buying or selling a property? If you have any questions or needs concerning real estate, please do not hesitate to contact me. My mobile is _____. I will keep you informed with a Market Report. That would be helpful, right? Great, can I have our email?



Voicemail Message

Hello, this is ____ from Broker's LLC. I have some interesting real estate information I would like to share with you. Please call me back. Again, my name is ____, and my mobile is _____. I look forward to hearing from you soon.

Past Clients



Call Topic: Past Clients

Hi, this is _____ from Broker's LLC, how are you today? It's been almost _____ since we last talked. Are you thinking about moving now that you have been in your home for almost _____ years? Right now, we are in a (Seller/Buyers) market, which means this could be a great opportunity for you!

Scenarios:



Close for an Appointment

Let's start by setting up an appointment.
I have Friday at 2 or Saturday at 3, which works better?



Set the stage for Re-Contact

It was great speaking with you. By chance, do you know anyone thinking about buying or selling a property? If you have any questions or needs concerning real estate, please do not hesitate to contact me. I will keep you informed with a Quarterly Market Update.



Voicemail Message

Hello, this is ____ from Broker's LLC. I have some interesting real estate information I would like to share with you. Please call me back. Again, my name is ____, and my mobile is _____. I look forward to hearing from you soon.

Possible Conversations



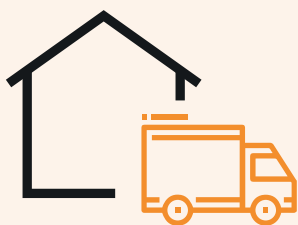
Financial Concerns

Potential Buyer:

Well, I want to be able to buy a home, but I'm concerned that I can't afford anything right now in the area where I want to live.

Associate:

I have a financial expert on my team who can help work out a monthly payment you'll be comfortable with. Why don't we meet in my office, and I can introduce you to my Mortgage Advisor?



Selling House & Moving

Potential Buyer/Seller:

My wife and I are retired now. We want to move closer to our family, but we will have to sell our house.

Associate:

I would like to hear more about your plans to move closer to your grandchildren. When can I come over to talk about your time frame, so we can make this happen for you?



Market Concerns

Potential Buyer/Seller:

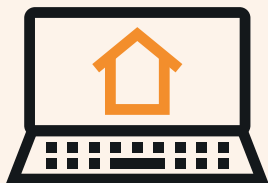
Well, I like the house – the kitchen is exactly what I want. But, I have some concerns about buying. I heard so much about how badly the market is doing. I don't know if this is the right time to sell.

Associate:

There's quite a bit of information out there about the real estate market, and I understand why you're hesitant to commit to moving. There are many great reasons to move into this market, and I'd like to discuss the possibilities with you. When are you going to be available to meet this week?

Possible Conversations

Do-It-Yourself Shopper



Potential Buyer:

I just want to look online. I will contact you if I see something.

Associate:

I know how easy it is to shop online from the comfort of your home, but I have access to more information about the listings than what is available to consumers online. Plus, I'm very familiar with the inventory in the area. Meeting with me can help you with your search. Would next Thursday be good for you?

Not Ready Yet



Potential Buyer/Seller:

I'm not sure if we're ready yet.

Associate:

Since this is a big decision, I would like to share how buying a home works, so you will know what to expect. I'll make sure you stay updated on houses that might interest you. How does that sound?

Need To Talk It Over with the Family



Potential Buyer:

I have to talk it over with my family.

Associate:

Great! I can schedule a time to meet with you and your family to discuss setting up your home search. Then you can get their input while you begin your search. Would that be helpful to you?

BROKER'S
REAL ESTATE WITH REAL VALUE

Let's start our
Journey

