

Just Sold

Hi, my name is _____ with Levin Rinke Realty. I was calling to inform you that I (We) recently sold a home in your area over on Primrose Lane ... it had 3 bedrooms and 3 baths ... and it sold for...\$400,000

...

And we know when someone sells a home ... usually two more sell right away ... So I was wondering...

1. When do you plan on *moving*? (Never) Terrific!
2. How long have you lived at *this address*? (10 Years) Great!
3. Where did you move *from*? (Port St Lucy) Good for you!
4. How did you happen to pick *this area*? (It was a job transfer) Excellent!
6. If you were to move ... where would you go *next*? (Miami)
That's exciting!
7. And when would that be? (In 3 months) Fantastic!

GO FORWARD IF THEY SAY 4 MONTHS OR LESS

8. Obviously ... you realize it could take 2 to 4 months in this market to get a home sold ... did you know that? () Terrific!
9. So ... my question is ... do you have to be sold in 3 months... or do you want to start selling at that time? (I want to be sold!) Wonderful!
10. Fortunately ... to get you one step closer to Miami ... all we need to do now... is simply... set an appointment ... so I can help you get what you want ... in the time you want ... won't that be great? () Fantastic!
11. When would be better for you, Monday or Tuesday at 4:00?

Objection Handler:

I'm Not Interested in Selling My Home!

Fantastic, I'm *not* interested in listing your home! Or...

Fantastic... Who do you know that would like to sell or buy a home?

Just Listed Script

Hi, my name is _____ with Levin Rinke Realty. I/we just listed a home for sale over on Primrose Lane ... it has 3 bedrooms and 2 baths ... and it's listed at \$400,000...

And I was wondering ... who do you know that would like to move into our area? (No One) Fantastic!

I appreciate you taking the time to think about it ... tell me ...

1. When do you plan on *moving*? (Never) Terrific!
2. How long have you lived at *this address*? (10 Years) Great!
3. Where did you move *from*? (Port St. Lucy) Good for you!
4. How did you happen to pick *this area*? (Job Transfer) Excellent!
5. If you were to move ... where would you go *next*? (Miami)That's exciting!
6. And when would that be? (3 Months) Fantastic!

GO FORWARD IF THEY SAY 4 MONTHS OR LESS

7. Obviously ... you realize it could take 2 to 4 months in this market to get a home sold ... did you know that? () Terrific!
8. So ... my question is ... do you have to be sold in 3 months ... or do you want to start selling at that time? (I want to be sold) Wonderful!
9. Fortunately ... to get you one step closer to Miami ... all we need to do now... is simply...set an appointment ... so I can help you get what you want ... in the time you want ... won't that be great? () Fantastic!
10. Which would be better for you ... Monday or Tuesday at 4pm?

Objection Handler:

I'm Not Interested in Selling My Home!

Fantastic, I'm *not* interested in listing your home! Or...

Fantastic... Who do you know that would like to sell or buy a home?

Hot Buyer For Your Area

Hi, My name is _____ with Levin Rinke Realty...I'M WORKING WITH A Buyer who is interested in buying a home...like yours...and I was wondering...who do you know in your neighborhood...whose been thinking about *moving*? (x) Terrific!

If YES, go to #1

If NO, go to #5

1. What would be the best way for me to contact them regarding the purchase of this home...phone...text...or...email?
2. May I use your name...when I give them a call?
3. What is their name and number?
4. Would you like me to follow up with you...to let you know what happens?
5. *I really appreciate you taking the time to think about it...tell me...*
6. When do you plan on *moving*? (Never) Terrific!
7. How long have you lived at *this address*? (10 years) Great!
8. Where did you move *from*? (Port St. Lucy) Good for you!
9. How did you happen to pick *this area*? (Job Transfer) Excellent!
10. If you were to move...where would you go *next*? (Back to Port St. Lucy) That's Exciting!
11. And when would that be? (3 months) Fantastic!
12. Obviously...you realize it could take 1-3 months in this market to get a home sold...did you know that? (No) Terrific!
13. So...my question is ...do you have to be sold in 3 months...or...do you want to start selling at that time? (Sold) Wonderful!
14. Fortunately...to get you one step closer to Port St. Lucy ...all we need to do now ...is simply... set an appointment...so I can help you get what you want...won't that be great? Fantastic!
15. Which would be better for you...Monday or Tuesday at 4:00 p.m.?

Expired Listing Script

Hi, I'm looking for {Name} ... Hi _____ ... my name is _____ with Levin Rinke Realty ... and we specialize in representing homes that didn't sell that we think should have sold.

1. Has anybody told you why your home didn't sell? (No) Really!
2. I'd like to set an appointment to come over and show you how we can upgrade the marketing of your property and get your home sold...
3. Do you still have an open mind towards other marketing ideas? (Maybe) Great!

IF THEY SAY "NO," GO TO #10

4. What would be the best time to show you ... Monday or Tuesday at 4:00? (Tuesday) Great!
 5. While I have you on the phone, may I ask you a few quick questions?
 6. If you sold this home ... *where* would you go *next*? (Miami) That's exciting!
 7. How *soon* do you have to *be there*? (I should have been there already) Ouch!
 8. And what's taking you to Miami? (Family) That Great!
 9. {Name} I look forward to meeting you on Tuesday at 4:00 pm
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10. While I have you on the phone, may I ask you a few quick questions?
11. If you sold this home ... *where* would you go *next*? (Miami) That's exciting!
12. How *soon* do you have to *be there*? (I should have been there already) Ouch!
13. And what's taking you to Miami? (Family) That Great!
14. {Name} ... what do you think stopped your home from selling? (The agent) Really!
15. How did you happen to pick the last agent you listed with? (Referral) That's Interesting!
16. What did that agent do ... that you liked best? (Nothing) Ouch!
17. What do you feel they should have done? (Sold my house) Really?
18. Tell me...have you already chosen an agent to work with? (No) Wonderful!
19. I would like to apply for the job of selling your home ... are you familiar with the techniques I use to sell homes? (No) You're kidding!
20. What would be the best time to show you ... Monday or Tuesday at _____?

Powerful Closes for Expireds

(Objection Handlers)

1. Before you get yourself tied up in a multi-month contract for thousands of dollars ... don't you think you owe it to yourself to get just one more opinion? All I need is 15 minutes ... Let's set an appointment today. What's better for you, Monday, or Tuesday at 4:00?
2. Why did your last agent say your home didn't sell? That's funny while your agent was making excuses ... we sold 25 homes ... all I need is 15 minutes of your time ... to show you how I do it ... What's better for you, Monday or Tuesday at 4:00?
3. Why do you think some agents sell a lot of houses while others don't? That's exactly why we need to get together ... I'll show you exactly why I sold _____ homes while yours was on the market. Let's set an appointment today. What's better for you, Monday or Tuesday at 4:00?
4. Are you familiar with the definition of insanity? Doing the same thing over and over but each time expecting a different result ... Your home didn't sell the first time did it? Well, lets set an appointment today. What's better for you, Monday, or Tuesday at 4:00?
5. (Name) ... We sold 25 homes while yours was on the market ... Do you want to sell your home? Then you need a different approach ... Let's set an appointment today. What's better for you, Monday, or Tuesday at 4:00?

FSBO Script

I'm calling about the home for sale...is this _____?

Hi _____...this is _____ with Levin-Rinke Realty, and I noticed that you are selling this home yourself, right?

I decided to call you today because I have helped many sellers sell their homes, and I was wondering... have you found a buyer yet. (No) Really?

1. If you sold this home ... *where* would you go *next*? (Miami) That's exciting!
2. How *soon* do you have to *be there*? (I should have been there already) Ouch!
3. And what's taking you to Miami? (Family) That Great!
4. I'm curious... was the commission the main reason you decided to sell the home yourself instead of using an agent? (yes) That's Fair
5. If I can show you how I can sell your property for you... and actually...net more money...even after my commission is paid...would you be interested in looking at it? (I don't see how you can do that.)
6. I understand entirely! If you thought an agent could do that for you, you'd have hired one already, right? (yes)
7. {Name}...if there were a ...financial benefit to you...listing with me... rather than selling it on your own, you'd probably go ahead and do it...wouldn't you? (maybe)
8. That's exactly why we need to meet. I have an opening Monday or Tuesday at four. Which is better for you? (Tuesday at four would be better) Great!
9. I look forward to seeing you then!

If you have exhausted every possibility of getting an appointment or they become a lead for you:

I will definitely follow up with you. In the meantime, if you have any questions or if there is anything that I can help you with, please give me a call. I'll be happy to assist you in any way that I can!

And before I let you go, can you think of anyone, maybe a friend, a relative, or a coworker who is looking to buy or sell Real Estate anywhere in the country?

For Sale By Owner Objection Handlers

BRING ME A BUYER & I'LL PAY YOU 3%

I understand, and I appreciate your offer. Let me ask you a question...If there was an advantage to you...to list your home with me...I mean if it made financial sense to list it as opposed to selling privately...would you do so? **(what's the advantage?)**

I don't mind stopping by...I'll take a look and tell you realistically how much your home will sell for, what you would net, and what we are doing to get all of these homes sold...then you can compare and see what's best for you.. I can come by at 4:00 or would 6:00 be better?

WE ALREADY HAVE AN AGENT IN MIND.

Oh, you already have an agent picked out... Oh, that's great! And let me ask you ... you're selling on your own because you want to net top dollar ... right? ... I mean you don't care who sells your home ... it's what you put in your pocket that's important to you ... don't you agree?

That's exactly why we should ...GET TOGETHER ... so I can show you how I can put more money in your pocket! What works better for you Monday or Tuesday at 4?

WE WANT TO TRY IT FOR ANOTHER FEW WEEKS.

The problem with keeping it on the market for a few more weeks is that buyers will start to wonder what's wrong with the home and why it's not selling.

In reality though, it is not selling because you don't have a full marketing available to you that a professional listing agent like me...can provide for you. What's a better time for you...today or tomorrow at 4:00?

I'VE GOT SOME INTERESTED PROSPECTS THAT WILL PROBABLY BE BRINGING ME AN OFFER.

That's exactly why we need to get together now!

I'll come over and take a few minutes and show you how much money I can get for you... That way you won't **possibly** accept an offer that is lower than what you deserve.

What would be better for you ...today or tomorrow at 4:00?

WE DON'T NEED AN AGENT...WE CAN SELL IT ON OUR OWN.

You know, Mr. Seller... put yourself in the buyer's shoes. If you were buying a home... would you say it makes sense to use the services of a professional agent to find you the home of your dreams ... or...would you spend enormous amounts of time to search for the home yourself without professional help to look after your interest? (Use an agent) Of Course!

What would be better for you ...today or tomorrow at 4:00?

Database Script

Hi, _____ this is _____ with Levin Rinke Realty.

How are you?

Today's call is about business. Do you have a minute?

I have come across this *great article* about _____ and I thought it might interest you. Do you mind if I email you a copy?

_____, I am sure you are aware that the real estate market is pretty interesting right now, and I was wondering... who do you know right now that might be thinking about buying or selling a home? (No One) Great!

What about someone at work, your kid's school, or the kid's baseball team... anyone at all come to mind? (No)

Thanks for thinking about it!

How about you...when do you plan on moving? (Never) Terrific!

If "yes," find out where, when, and why and book the appt!

And/or...Ask about F.O.R.D!

F

O

R

D

If They Say 'NO' to Everything...Use This...

_____... I've set a really high goal this year to sell _____ homes...and I would love any help you can give me in achieving them...so... would you mind if I check in with you periodically to see if there's anyone you know who's interested in selling or buying a home? (sure, that's fine)

Great!...I appreciate that! Talk to you soon!

Database Script

Those Whom You Have Not Spoken To In Awhile

1. Hi _____, this is {Your Name} at Levin Rinke Realty.
2. How are you?
3. _____, I'm calling because I owe you a *huge* apology! (What do you mean or for what?)
4. For not being more diligent in staying in touch with you and keeping you updated on our real estate market! (Oh, that's ok!)
5. So, how are you doing?
(only let them talk for about 1 minute or so...don't let them get you caught up in their drama!)
6. Wow! It sounds like you have a lot going on! (Change this as required)
7. I don't want to take up too much of your time...but I want you to know that I have a great new Neighborhood Activity Report that keeps you informed about what's for sale and what recently sold in your area...and I was wondering...who do you know that would like to receive a copy of it? (no one or someone!)
8. Thanks for thinking about it!
9. How about you...would you like a copy? (this is an opportunity to update their contact info)
10. _____, I've set a really high goal for myself to help _____ people buy or sell a home this year...who do you know that can use my services?
11. _____, would you mind if I check in periodically with you to keep you updated on the market and see if you know of anyone I can help? (no that would be nice!)...Great!
12. _____, It's been so nice reconnecting with you and I look forward to talking with you again! (ok)..Talk to you soon!

Powerful Closes for Lead Generation

(Objection Handlers)

1. If you could get what you wanted for this home now ... would you put your home on the market today? Then, let's set an appointment today. What's better for you, Monday, or Tuesday at 4:00?
2. If I could get you top dollar for your property in the next 30-60 days, would you list your home with me? Let's set an appointment today. What's better for you, Monday, or Tuesday at 4:00?
3. If you felt absolutely confident ... that you could sell your home now ... would you sell it? Let's meet so I can show you how confident I am ... that I can sell it for you now! What's better for you, Monday or Tuesday at 4:00?
4. You said you have to move to (place) by (time) ... right? Based on the time it takes to get a home on the market ... get it properly exposed to the public ... and sell it ... we need to get together as soon as possible. So, let's set an appointment today. What's better for you, Monday, or Tuesday at 4:00?
5. It will only take me 15 minutes to show you how I get top dollar for the homes that I sell ... It would be worth 15 minutes of your time ... to be absolutely sure ... you were going to receive the most money for your home ... you want to get the most money possible ... right? Let's set an appointment today. What's better for you, Monday or Tuesday at 4:00?
6. If you had a proven plan for getting your home sold for top dollar ... would you use it? Let's get together ... and I'll show you that plan ... What's better for you, Monday or Tuesday at 4:00?
7. (Name) I wouldn't be doing my job if I didn't ask you one more time for an appointment ... I've learned over the years that ... if I don't ... you might end up with a mediocre agent and lose money ... You don't want to lose money on the sale of your home ... do you? I can drop by at tomorrow at 4:00 or would _____ be better?