



6 Most Effective Real Estate Scripts

The Cold Calling Playbook

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Rule of Ten

Generally with cold calls, agents have 10 seconds upon the first “hello” to make a great first impression. Keep in mind:

Tone: Treat each call as if it’s your first call of that day. Be energetic and friendly. Use words you feel comfortable with.

Articulation, Enunciation and Inflection Count! Each word should be pronounced clearly and some words require more emphasis than others.

Time of Day: Your job is to find a client’s dream home or sell their existing one at the best price. However, your important message may be missed depending on the time of day you call. Timing counts! Therefore, before picking up your phone, consider your audience and test varies times of the day to call.

Should you leave a message? The answer of whether or not to leave a voicemail depends on who you talk to. Just remember, if you do leave a message, you shouldn’t call back the same hour.



Telemarketing Rules and Regulations:

Consumers are protected against receiving unwanted telemarketing calls upon adding their phone number to the National Do Not Call registry (DNC). First, you must decide if you’re a telemarketer or selling a good or service. Depending on that answer, it’s your responsibility to know who’s okay to call and who’s not. To learn more and sign up for a Subscription Account Number (SAN), go to www.colerealtyresource.com.



Keep These Tips Top of Mind

Importance of a fresh list. Roughly 12 percent of Americans move each year. In addition, prospect contact information can decay by as much as two percent each month. Agents should download a new list for each cold call. In addition, look for lead generation companies that offer a subscription-based sales model with unlimited information so you always have the most up-to-date information.

66% of buyers interview one agent before finding the agent they end up working according to the National Association of Realtors. What's more, NAR states the average home buyer searched for 12 weeks and viewed 10 homes. And while many start their search for homes online (92%), real estate agents continue to be viewed as a useful information source by 87 percent of buyers.

Use an auto dialer/VoIP when dialing. It's an excellent way to stay on task and within your allotted schedule because the dialer automatically makes the call. We recommend having dedicated team members make the calls as it's more professional and personal.

Don't Bite Off More Than You Can Chew

Start off by making 250 calls a week. See how it goes in terms of your script, the day and time you call. Get your formula down pat and then add more calls. Also be sure that you're following up with prospective clients that indicated they were most interested in buying/selling a home, they're your hot prospects.

Never memorize your entire script. That's because it won't come off as authentic. Rather, it's a good idea to read over your script several times for details and understanding. Also regularly role-play various scenarios and scripts with a co-worker. In doing this, you're able to hear your voice, prepare for the unexpected and provide rebuttals in real time with someone who can provide objective feedback.

Schedule cold calls. Dedicate two three hours each week minimum for cold calling and be sure to block this time off in your calendar. It should be the same time/day week. Prepare yourself for the calls with music, quotes or a video that inspires you and pumps you up. Think about standing while making calls and keep a mirror at your desk to see that you've got a smile on your face.

Acknowledge you will get negative reactions. That's simply part of cold calling. Don't take it personally. Rather, keep to your schedule and script knowing your next call could be an appointment and or even a sale.



Introductory Script

“Hi, my name is *(agent name)* with the local *(name of agency)*. You may have noticed the For Sale signs in the yard. I’m not sure if you know them, but the *(homeowner’s name)* are moving. I/my company just listed them. I apologize for the extra traffic in your neighborhood/on your street. They are probably checking out the property. I wanted to leave my contact information if you have any questions. I may also stop by in the next few days/week and drop off a business card.”



Open House Invite Script

“Hi, my name is *(agent name)* with the local *(name of agency)*. I wanted to give you a heads up that I’m hosting an open house for *(neighbor’s name)* on *(date/time)*. Again, I apologize for the cars that will be lining the street. But I do want you to stop by if it works in your schedule and feel free to invite a friend. I’d love to show you the home *(talk about a neat feature)*. Also, I would love to chat with you about the current market conditions.”



Just Sold Script

“Hi, it’s *(agent name)* with local *(name of agency)*. I wanted to call and tell you the great news! The *(neighbor’s name)* home **just sold!** You may remember the home was on the market for *(number of days/weeks)* and sold at *(percentage)* of the asking price. When staged and priced right, homes in this *(area/neighborhood)* are selling quickly. Do you know of any neighbors or friends thinking about making a move? *(Wait for answer)* I hope you’ll think of me next time you are buying or selling.”



Under Transaction Script

“Hi, my name is *(agent name)* with the local *(name of agency)*. Great news, *(neighbor' name)* is now under transaction, after just *(number of days)* on the market. If you have any questions about their experience selling in this market, please let me know. My phone number is *(phone number)*.”



Past Clients/Centers of Influence

“Hi, it’s *(agent name)* with local *(name of agency)*. I worked with you *(number)* years ago to help *(buy/sell)* your home. I’m just checking in to see how things are going? Do you still love your home or area you ready to move?

(Depending on answer):

- Great! How about I stop by next week to catch up!
- Okay, I hope you’ll think of me next time you are buying or selling. Also, would it be alright if I reached out to some of your neighbors and mentioned your name as a past client?”



Neighbors of Past Clients Script

“Hi, my name is *(agent name)* with the local *(name of agency)*. Your neighbors *(name)* suggested I reach out to you and introduce myself. I’m actually in the neighborhood quite a bite. In fact, I/my family belong/go to *(local church, school, volunteer, store, etc.)* and I know the neighborhood is quite popular if you have any questions on current market conditions, please let me know at *(phone number)*.”



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