



THE COLD  
CALLING  
PLAYBOOK  
+  
REAL ESTATE  
SCRIPTS



# Rule of Ten

Remember 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 the day. Be energetic & 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 home at the best price. Consider your audience and test various times of the day to call. Timing counts!

**Should you leave a message?** If you do leave a message, you shouldn't call back the same hour.

**Telemarketing Rules & 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.

# Keep these Tips of Mind

**Importance of a fresh list.** Roughly 12% of Americans move each year. In addition, prospect contact information can decay by as much as 2% each month. Agents should download a new list for each cold call. In addition, look for lead generation companies that offer subscription-based sales model with unlimited information so you can always have most up-to-date information.

**66% of buyers interview one agent** before finding the agent they 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% 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.

**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. By 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 to three hours each week minimum for cold calling and be sure to block this time off in your calendar, try to block off the same time/day each week. Prepare yourself for the calls with music, quotes or a video that inspires you and pumps you up. Think 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 you schedule and script knowing your next call could be an appointment or even a sale!

## Don't Bite off More Than You Can Chew.

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

# Introductory Script

“Hi, my name is (insert your name) with local (insert name of agency). You may have noticed the For sale signs in the yard. I’m not sure if you know them, but the (insert 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 of a business card.”



# Open House Invite Script

“ Hi, my name is (insert agent name), with the local (insert name of agency). I wanted to give you a heads up that I’m hosting an open house for (insert neighbor’s name) on (insert day/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 (insert a neat feature). Also, I would love to chat with you about the current market conditions.”

## Just Sold Script

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

# Under Transaction Script

“Hi, my name is (insert agent name), with the local (insert name of agency). Great news, (insert neighbor name), is now under transaction, just after ( insert 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 (insert phone number).”

# Neighbors of Past Clients Script

”Hi, my name is (insert agent name), with the local (insert name of agency).Your neighbors (insert name) suggested I reach out to you and introduce myself. I’m actually in the neighborhood quite a bit. In fact, I/my family belong/go to (insert 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 (insert phone number).”

# Past Clients/Centers of Influence Script

"Hi, my name is (insert agent name), with the local (insert name of agency). I worked with you (insert number) of years ago to help (insert buy or sell) your home. I'm checking in to see how things are going? Do you still love your home or area? Are you ready to move?"

(Depending on answer)

"Great! How about I stop by next week or catch up!"

"Okay, I hope you'll think of me the 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?"

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