

Must have Real Estate Scripts for Inbound and Outbound Leads



Inbound Leads - Types

Facebook	<p>These lead may be just looking and testing waters.</p> <p>Not sure about what they want yet.</p> <p>Takes many follow ups for warming.</p>
Google	<p>Could be more engaged and serious than Facebook leads.</p> <p>Sure about the home type, features but not mortgage.</p> <p>Takes lesser efforts than Facebook leads for qualification.</p>
Portal	<p>Are serious about buying or selling.</p> <p>Quite well informed about mortgage. May be pre qualified as well.</p> <p>Shortest conversion timeline compared to other inbound leads.</p>

Inbound Leads - Script Philosophy

A killer script to qualify inbound leads must dig into the value proposition that the agent must provide to the leads. Additionally, your scripts should focus on creating urgency and create scarcity for these leads to act as quickly as possible.

	Seller	Buyer
What do they want?	Value of how much their home can sell for and the timeline (strategy).	Can you help them find their dream house ? What value can you add in terms of education (things that I do not know)
What should you make them do?	Convince them to conduct an open home.	Show them and Convince of scarcity and limited time for their budget

Scripts for Buyer Leads acquired from Facebook, Google, and Websites:

Buyer: *Hello?*

Agent: *Hey Erica, This is Josh from ABC Realty. I saw you have submitted your inquiry on our Facebook ad. Would you mind letting me know about the types of homes you are looking for?*

Buyer: *We are looking for a single family home*

Agent: *Ok. I also wanted to know if you have a preferred location as well?*

Buyer: *Yeah, We were thinking of the suburbs of San Diego.*

Agent: *Cool. And what is the price range that you have in mind?*

Buyer: *We have a budget of 300-350k. Can stretch it to another 50K-70K.*

Agent: Great. We have a lot of listings going on in that price range now. And talking about options, what are the 2-3 features that are important to you?

Buyer: We would prefer a duplex with 4-5 beds and independent baths.

Agent: Sounds great. And by when you want to move?

Buyer: Um.. by the end of this summer.

Agent: Ok. And lastly, have you spoken to a lender yet?

Buyer: No.

Agent: Alright. We can introduce you to some local ones who are great at their jobs.

Buyer: Oh great! That would be awesome.

Agent: Perfect Erica. Thank you for providing us with all the details. Have a great day.

Scripts for Seller Leads from Portals:

Seller: Hello?

Agent: Hello Erica, I see that you inquired about a home valuation of your home located at 543 Church St. I had a couple of clarifications I wanted to ask here so I thought I'd reach out.

Seller: Oh yes, Sure go ahead.

Agent: And have there been any updates to your home that could potentially change its market value?

Seller: None as far as I know

Agent: Got it. Was the square footage on Zillow accurate with your measure?

Seller: Yes, we measured 2,125 sq ft. of living space and 4,800 sq ft for the property.

Agent: Got it, by when are you looking to sell your home? Do you have a timeline in mind?

Seller: *Umm.. maybe in 4-5 months by the end of this fall.*

Agent: *That sounds great. Ok, Sarah one last question, What is the price range you are expecting from your property.*

Seller: *Around 185k to 200k.*

Agent: *Perfect Erica! I will get to work on all of this for you. Are you free to chat on Wednesday around 2p?*

Seller: *Sure!*

Agent: *Great! I am on top of this one!*

Scripts for Buyer Leads from Portals:

Buyer: *Hello?*

Agent: *Hello Erica I see that you have dropped in an inquiry to be contacted about 543 Church St. I wanted to share some information about the property but had a couple of quick questions first*

Buyer: *Oh okay, sure*

Agent: *Before I proceed, I wanted to ask you are you already working with an agent?*

Buyer: *No not yet*

Agent: *Ok great! Is this property located in your ideal area?*

Buyer: *Yes*

Agent: *Sounds good, and are you comfortable with the price point of this property?*

Buyer: *Umm ... I think so, we still need to run our budgets*

Agent: *Awesome! Ok, last question from me here, have you spoken to a lender yet?*

Buyer: *No*

Agent: *No problem! We can get you connected with our preferred lender.*

Outbound Leads - Types

FSBOs	<p>Most common outbound lead type.</p> <p>Qualification should be based on understanding their pain points and provide value.</p>
Expireds	<p>Toughest leads to convert</p> <p>Qualification strategy should consider their expectations</p> <p>Takes efforts and sometime hard selling tactics to get these leads talking</p>
Postcards	<p>Are similar in nature with for sale by owner leads.</p> <p>May be easier to get talking than FSBOs</p>

Outbound Leads - Script Philosophy

Scripts that work for outbound leads are the ones that highlights your value as an agent. Using these scripts, you should be able to position yourself better than other agents.

	FSBO/Postcard	Expirds
What do they want?	Want to sell themselves or want to know if you can give them the best price.	A trustworthy agent. Someone who can get them a profitable deal.
What should you make them do?	Dig up bad experiences. Build trust. Make them believe you will give them the best price.	Why the home did not sell. What was the last agent like? What is your ideal agent profile?

Script for FSBO Leads:

Seller: *Hello?*

Agent: *Hi Erica, My name is Josh. I am calling from ABC Realty. I have called to let you know about some potential buyers that could be interested in your property. So would be mind giving me a few details?*

Seller: *Sure!*

Agent: *Ok, what's your offer price for this property?*

Seller: *Around \$350 000*

Agent: *That is a competitive price point. And would you mind telling me if you are talking to agents to help you out with the sale?*

Seller: *Yes! I would like to work with an agent if they can sell it for at least 350k or above.*

Agent: *Sure. I can definitely help you with that. But before I do, I would need to discuss a few things in person with you.*

Seller: *Ok. That's fine.*

Agent: *Sound good! So shall I block 2:30-3:30 for Thursday afternoon?*

Seller: *Yes, that would be great.*

Agent: *Thank you. Speak to you on Thursday!*

If the seller doesn't want to sell with the help of an agent, you should focus on proposing your value. The script can go like this instead:

Seller: *Hello?*

Agent: *Hi Erica, My name is Josh. I am calling from ABC Realty. I have called you to let you know that I have some buyers that could be interested in your property. So would be mind giving me a few details?*

Seller: *Sure!*

Agent: *Ok, what's your offer price for this property?*

Seller: *Around \$350000*

Agent: *That is a competitive price point. And would you mind telling me if you are talking to agents to help you out with the sale?*

Seller: *No!*

Agent: *Oh! Ok. May I ask you the reason?*

Seller: *Well, they are not really helpful in getting the right buyers, and on top of that their commissions do not make sense to me.*

Agent: *I understand that you had a bad experience and might have a bad image of agents.*

However, all I am asking is, if you allow me to sit down with you for some time so that I can let you know some important information and share some exclusive knowledge to help you get the right price for the property, it would be great.

Seller: *Okay.*

Agent: *Sounds great! So shall I block 2:30-3:30 for Thursday afternoon?*

Seller: *Yes, that would be great.*

Agent: *Thank you. Speak to you on Thursday!*

Script for Expireds:

A killer expired script is a combination of empathy along with marketing your skills as a neighborhood expert.

Seller: Hello!

Agent: Hi Erica, this is Josh from ABC Realty. I just noticed that your listing is not there anymore. I wanted to know what exactly happened? Given the rising valuation, it seems odd to see your listing removed.

Seller: Well, the last agent we worked with said that we are overvaluing the property so it did not go far. Agents are more concerned about their commissions I guess.

Agent: I understand you did not have a great experience and I am here to correct that. But before I do, may I know your deadline to sell this property and move to the new one?

Seller: *By this fall mostly.*

Agent: *Ok understood. And would you mind giving me some details about the buyers and deals they bought for your property? What were the price points and why none of them could end in a sale?*

Seller: *[Answers with details]*

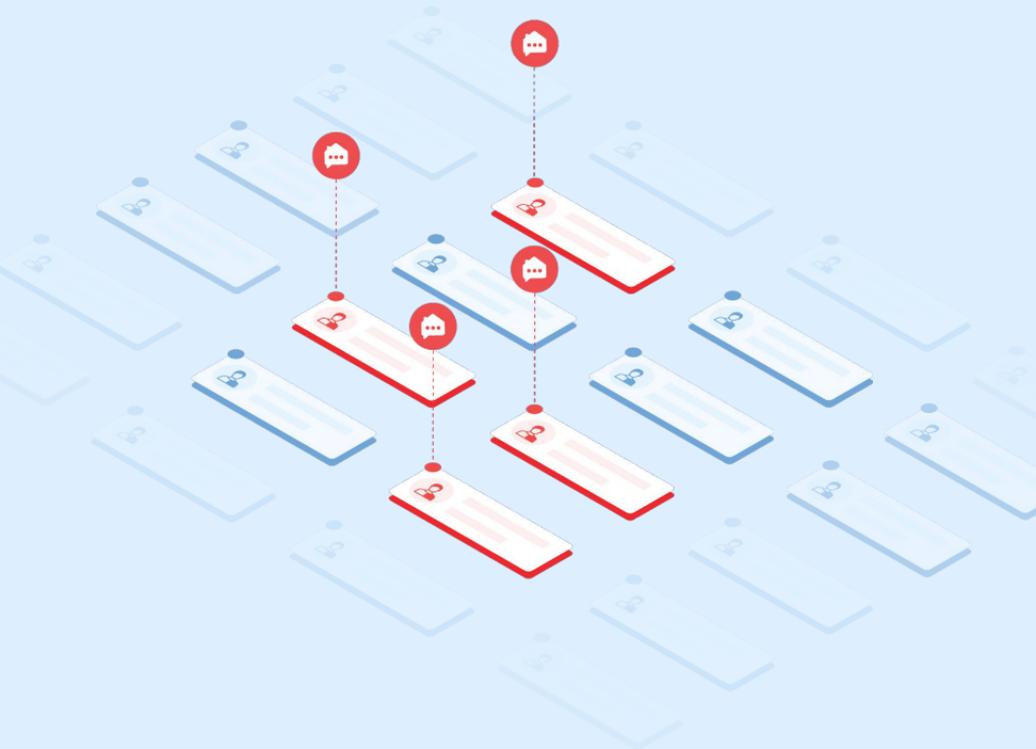
Agent: *Ok. I understand Erica that you have a certain perception about agents and that is what I want to address first. I have been selling properties in this neighborhood for more than 10 years now. Can you give me some time this week to explain what I can bring to the table and really add value that your previous agent could not?*

Seller: *Sure. I can give that a try.*

Agent: *Sounds awesome! So can I block an hour on Friday starting at 3 o'clock in the afternoon?*

Seller: *Yeah, that would do!*

Seller: *Great. Let's speak on Friday.*



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