

Internet Lead 101 scripts

Initial Call:

Hi LEAD this is "REALTOR Name" and you were just looking online at (condos downtown, horse property in Poway, townhomes in La Jolla, gated homes in Rancho Santa Fe, whatever lead was looking at). I was calling you to see how I can help you further. It's important to try and pull up the home they were looking at on mls to give further talking points.

Always try to confirm best phone number and ask for mailing address. Mail is one way we stay in touch throughout the lead conversion process.

Most Common Objection, I already have an agent:

LEAD I appreciate your loyalty. Over 80% of our clients already have a real estate agent in mind when we begin working together. We are one of the most successful real estate teams in San Diego. Due to the amount of business we do our relationships with San Diego brokers are very strong and we constantly get heads up on pre-market property. It has helped many clients of our clients gain access to non MLS pocket listings. "Tell Your Story" Facts tell stories sell. Our most recent success stories involved the COO of Bumble Bee Tuna. He had been working with an agent for over 1 year. I subsequently reached out to my network and we successfully closed escrow for the last Bosa penthouse, the 2nd most expensive sale in downtown San Diego for 2013.

It's my friend, or I feel bad we've been searching a long time with her.

LEAD let's do this. I'll continue to communicate with you online and let's agree to keep an open mind. Does that sound ok?

Objection, I'm just looking I'm not ready yet:

LEAD I'm glad you mentioned that. Many of our clients take up to 2 years to find the right home. I'll stay in touch with you periodically and when the time is right for you I am happy to help you. Does that sound alright with you?

The Financing Conversation

Now LEAD will you be paying all cash for this purchase? (the buyer is flattered) No I am getting a loan. I have a great lender I know down at xyz. "It's imperative you work with a reputable lender with all of the mortgage industry changes and guidelines. "Tell Your Story" I have a recent situation with a surgeon where at the last minute Bank of America dropped the ball. He's very affluent and well qualified but they are questioning a cash deposit he made 4 months ago from his safe. We closed 5 days late and the seller was furious. I've had countless issues in

the past few years with the big red white and blue. That's Wells Fargo Bank of America and US Bank."

If lead is receptive to an introduction, "Here's our plan. I'm going to send you single story homes in Carlsbad under \$500,000 and tomorrow "your preferred lender" is going to give you a call to start the pre-approval process. How does this sound?"

If he is insistent on using his lender drop it until it's offer time.