



SALES SCRIPT · FREE VAULT DOWNLOAD

Real Estate Entry-Offer Script



A JAMIE SONNEX CONSULTING RESOURCE

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Real Estate Script

Important: When you get a lead you MUST call ASAP! The longer you wait, the more stale the lead goes and chances of converting diminish. Each lead should be attempted to be contacted 3 times per day followed by a text message for each call for a week before giving up.

Aim: To book an inspection of the owners property

Hi, this is _____ from _____. Is that _____?
I am calling because you registered your interest in our free property appraisal!
Are you thinking of selling?

Build Rapport

How are you?

(General chat to build rapport)

Are you excited about where prices are going in _____ because I am? We have sold some amazing properties in _____ in the last few months and have got fantastic outcomes.

(Extrapolate)

Figure out their motivation for the call, understand the details of their situation, and gather essential data about their pain points and cause self inflicted pain.

Ok great, so lets find a time that is suitable for me to come out and have a look at your property, but first, we at _____ Real Estate are not just about coming out and doing an appraisal like every other estate agent. When I come out, I want to make sure I provide you with relevant advice that will make sure you get the absolute best advice and ultimately the best price for your property.

With that in mind, to help me provide the best advice for you, do you mind if I ask some questions now?

So _____, tell me what is motivating you to have your property appraised?

Are you upsizing or downsizing?

Are you already actively looking for another property?

Have you ever sold a property before?

When was the last time you sold?

Have you thought about how you would like to sell the property? Auction or Private Sale?

Ok _____, that is excellent. I will be able to help with all of this. Once I am out there and have a good look at the property we can talk about what I feel the best options are to achieve the highest price, be that Auction, Private Sale, whether we need to stage your property and who we will be targeting in terms of buyers.

Figure out what their goals are, their motivation for achieving their goals and what employing the best Real Estate Agent means to achieving this goal.

Tell me, do you have a figure in mind that you are looking to achieve with this sale?

How have you come up with that figure?

Ok _____, that is good to know. So _____, just so you know, when I am out having a look at your home it is really important for me to provide a true appraisal based on similar sales in your area.

This might mean less than you are expecting, but it might also mean more. I just want you to know that I'm not going to appraise your property at a high level just so you choose to work with me.

The most important thing for me and _____ Real Estate is honesty and integrity. At the end of the day my business is going to improve the fastest and get the best results by providing the best advice, getting a great sales price for your property and then getting a referral from you to sell a friends property.

Is that OK?

Book The Appointment

Ok _____, lets book a time in that best suits you. Are the best times during the week, after work or on weekends?

Excellent, so does _____ work?

Fantastic. See you then.

WANT THIS WORKING IN YOUR BUSINESS?

Book the 20-minute call.

calendly.com/jamiesonnexconsulting/30min

