



1st Call Flow : People Over Properties

CLARITY & APPOINTMENT

“Hey [INSERT CUSTOMER NAME], this is [INSERT YOUR FIRST AND LAST NAME] with [INSERT BROKERAGE]! I am your local Premier Agent. Zillow mentioned that you are interested in 123 Main Street. When would you like to see the property?”

SCENARIO 1: Customer wants to see the house and set a time...

Ok great! Would [TIME OPTION A or B] work better for you?

SCENARIO 2: Customer wants to see the house but isn't local...

No worries. I would be more than happy to give you a virtual tour of the property. Would [TIME OPTION A or B] work better for you?

SCENARIO 3: Customer has questions first...

That is a great question. I will be speaking with the seller here shortly. Depending on the answer, do you anticipate wanting to go and see the property?

[Follow below after they give you a time/date to proceed. Otherwise, answer their questions as best as possible and move them to nurture if they do NOT want to see the property.]

LOCATION

“Let's do it! I'll contact the seller to make sure we can get into the house at that time and check for any other showing restrictions. While I have you on the phone, what other homes have you seen that you would like to tour? I can get those set up for us as well...”

MOTIVATION

“Incredible, I'll get to work on this/these for us. In the meantime, [INSERT CUSTOMER NAME], tell me what in particular about this/these home(s) caught your attention?”

CLOSE WITH CONFIDENCE

“Excellent. I will get to work on this and do my due diligence on this/these homes(s). Based on what you shared with me today, is it okay to send over those additional home recommendations if I see anything interesting on the market?”

“Before we hang up, [INSERT CUSTOMER NAME] Zillow will be sending out a survey within the hour about our conversations today. Is there anything that would prevent you from leaving me a 5-star rating? Wonderful. I'll text you with my contact information now and call you back in about 20-30 minutes with more info. You and I are set for [DATE AND TIME], so mark it on your calendar, and we will talk again soon!”

“Thanks again, I am looking forward to working with you!!”

[Remember to smile and leave the call on a high note!]

