



## 2nd Call Flow: W.O.W. to WIN

Congratulations! You've set the appointment—now it's time to stand out. Start with our **Half-Hour Hustle checklist** to gather insights, then use the **W.O.W. to Win** call flow below to deliver value, and exceed expectations:

### OPTIONS & INFORMATION

“Hey, this is [YOUR FIRST AND LAST NAME] with [ENTER BROKERAGE], giving you a call back as promised. We just spoke about 20 minutes ago. I wanted to follow up regarding our appointment to go see [INSERT PROPERTY(IES)].”

#### Scenario 1: Property(ies) are available to go see...

“We are confirmed for [INSERT PROPERTY(IES)] at [APPOINTMENT TIME]! I have also discovered (positive information about the property or neighborhood).”

#### Scenario 2: Properties are available but at different times...

“I have some good news and some bad news. The bad news is that the home at [INSERT PROPERTY(IES)] is unavailable then. The good news is I can get us in at [TIME OPTION A or B]. What works best for you?”

#### Scenario 3: One or more properties were unavailable to see...

“I have some good news and some bad news. The bad news is that the home at [INSERT PROPERTY(IES)] is not available [INSERT REASON]. The good news is that I got us into [INSERT DIFFERENT ADDRESS OF INTEREST] at [ORIGINAL APPOINTMENT TIME]. I'll go ahead and send it over to you, how does that sound?”

#### Scenario 4: None of the properties that way to see are available...

“I have some good news and some bad news. The bad news is, that the home at [INSERT PROPERTY(IES)] is not available [INSERT REASON]. The good news is that based on what you mentioned on our last call, I found a few other options available for us to go and see at [ORIGINAL APPOINTMENT TIME] Let me tell you about what I found.”

### ADDITIONAL VALUE

“Awesome! I just sent an email with a lot of helpful information about the area, the home/s we are seeing, and the home-buying process. Let me know if you have any questions!”

“A quick reminder that Zillow will be sending out a survey within the hour about our conversations today. I hope that I am answering all of your questions and providing a 5-star service! I look forward to meeting you at [INSERT APPT TIME].”

#### For appointments that are not within 24 hours:

- Make sure you are reaching out with additional VALUE at least once per day leading up to the appointment. This might look like:
  - Additional hand-selected home recommendations (listings)
  - Examples of the daily local lifestyle (the weather, local attractions, entertainment etc).



Data that moves you.

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