

**Best Agent Business  
Calling Team  
Scripting**

Below are general examples of scripting that we use. Keep in mind, our callers do not follow scripting verbatim. They have a natural conversation and gather all of the info required in our script. Our callers make a connection, take very detailed notes, and when they follow up, they reflect on their past notes to build a relationship with your leads, very similar to what you would do if you were calling your leads.

Once your leads are A rated, our callers will escalate the leads to you with a phone call or text message (your choice) and follow up with a priority email. The next day, and on regular intervals, our callers will check in with you to be sure you are following up with the lead.

We will assign you one or two callers based upon your calling budget. You will have the same callers each week. Many other calling services have a variety of callers calling for each client. We believe your caller should become a part of your team, and consistency in callers produces the best results.

You can feel free to role play with your caller(s) by scheduling a call with them. You can also add friends/office staff to your data pool to receive a call to see how your caller is doing. Working together with your caller increases your overall results.

**Buyer Lead Scripting Examples:**

**Example A:**

Hi, this is "caller name", and I am calling for "realtor name". "realtor" asked me to give you a call and thank you for visiting xxxxxx website. (flow into questions)

- When are you looking to purchase? (if greater than 3 months ask the lead what they would do if we found them the perfect home this month - if purchase, handle as an a lead)
- How long have you been looking for property?
- What is your price range?
- What features are you looking for in a home...location, specific characteristics etc.
- Do you have a home you need to sell prior to purchasing?
- Are you working with a realtor? (Optional, and based upon answer can press to convert lead or thank and end call)
- Would you like us to refer a lender? (Optional for agent's working with a lender)
- What is the best day and time for you this week to come in and meet with a member of our team, and start to go see the inside of some of the homes you are interested in? (for A leads)
- If a lead has already purchased, we will ask what realtor they used if you would like.

Thank you for talking with me today, we will follow up with you in (30,60,90 days based upon needs, or connect directly with Agent for A leads)

## Example B:

### Live Answer:

Hi this is “caller’s name”, and I am calling for "Realtor Name". The purpose of my call is to thank you for visiting our website recently. I noticed that you are looking for information regarding buying a home, and I just wanted to give you a call to see if you got all of the information you needed, or if there are any questions that our team can answer for you?

At this point the caller is to obtain:

- time frame for purchase
- are they leasing right now
- do they have a home they need to sell
- type of property they are seeking
- price range of property
- areas the buyer is interested in

Thank you for talking with me today, and we will follow up with you in (30,60,90 days based upon needs, or connect directly with Agent for A leads)

## Example C:

### Use Universal Call Back Script for Follow Up Calls:

**INTRO:** Is Mr. or Mrs. Smith there? *(Always ask specifically for the person that left the message.)*

Hi Mr. (Mrs.) Smith, this is <<Agent Name>> with <<Company Name>>, and the reason I’m calling is because I received your request for the information you wanted and I’ve popped it in the mail to you. Is that okay?

### ESTABLISH MOTIVATION & TIMING:

1. Are you folks planning on making a move in the next 3-6 months? *(If longer than 6 months, refer to Market Watch script at bottom right, and then go to question 2)*
2. Do you currently rent, or do you own your own home? *(If Rent: Go to question 3. If Own: “Would you prefer to buy before listing your home, or do you want to sell first?”)*
3. Are you planning on staying in the area or moving out of the area?
4. If you were to move, when do you think that might be?
5. Do you have a realtor to help you when the time is right?
6. *(For longer term prospects):* Would it be okay if I followed up with you at a later time? *(If yes):* And when do you think would be a good time for me to call you back?

