

Zero to Diamond EWL Phone Script

{Ring, ring, ring} Hello?

-Hey! Mr./Mrs. _____?

-Hey, Mr./Mrs. _____, this is (your name) with (your company). {pause}

How are you today?

-That's good. Me too. Just enjoying this good weather outside. Isn't it gorgeous today?

{Pause and let them talk. Listen to what they say. Chances are high that you get into a conversation about the weather, back and forth. This will set the comfort level of the call. If it's raining, talk about how nasty it is today. Adjust your opening to what the current weather is doing.}

{When this part of the conversation is over, transition into the reason for your call}

-Well look, I don't want to take up too much of your time today, but I see that your house was listed for sale. Are you still interested in selling it?

{pause and listen}

-Ok, I understand. Well, why do you think it didn't sell?

{pause and listen. This is a very important question. This will give you an idea of what their motivations are and what they are looking for in an agent.}

-I see. Well, I certainly understand that. Is there a good time for you to show me the house?

{make the appointment}

{If they say, "Why do you want to come see it?" Or, "Why, do you have a buyer?" you tell them as follows}

-I may have a buyer Mr./Mrs. _____, but I need to come see the house before I go any further. When would be a good time?

{End the call politely and professionally. Let them know you look forward to meeting with them on the day and time you agreed to}

{Like FSBOs, EWLs are also generally excited to show anyone the house that expresses any kind of interest. Have fun with these prospects and be consistent. If you have a few bad calls, don't sweat it. It's part of it}

{When you meet them, have them show you the house and then say, "This place is beautiful. Why are you selling?" This will get them talking about what their motivations are and give you an understanding of their goals. From there, do everything you can to help them accomplish their goals.}