

GETTING THE SALE

Answer/Ask & Acknowledge/Ask! Buyer Conversion Script LP-MAMA

LOCATION - PRICE - MOTIVATION - AGENT – MORTGAGE - APPOINTMENT

LOCATION

- The home you called on is located in the _____ area, is that the only area you are looking to buy in?
- Just out of curiosity, what other areas are you looking to buy in?

PRICE

- **Direct Connect-** While I am looking up that information, what price range are you looking to buy in?
- **All other calls-** The home you called on is listed at \$_____, is that the price range you are looking to buy in?
- So, what price range are you more comfortable buying in?

MOTIVATION

- By the way, do you currently rent or own your home?
 OWN: Oh by the way, is your home currently on the market?
 RENT: So, are you month-to-month or are you in a long-term lease?
- Just out of curiosity, how soon do you want to be in your new home?

Determine if you are working with an A, B, or C Buyer. If A Buyer, Proceed To Mortgage and Then Close For The Appointment!

If B or C Buyer, discuss the appropriate follow up system, get their email address and place in your automated follow up system. Place your Buyer Information Sheet into the appropriate folder so that you can do your follow up calls.

AGENT – Do They Have One

- By the way, how long have you been looking for a new home?
- How many homes have you seen the inside of?
- Just out of curiosity, how have you been seeing homes, are you going to open houses, with an agent or door knocking?

MORTGAGE/Cash

- By the way, will you be paying cash or will you need a mortgage?

APPOINTMENT-CLOSE THEM

- Based on the information you have given me, here is what I recommend we do.... Let's set up a time to meet in my office to go over the home buying process, do a complete market overview plus set up a time to go look at homes. How does that sound?