

Sample Call

LOCATION – PRICE – MOTIVATION – WORKING WITH ANOTHER AGENT – MORTGAGE

The following sample call from a prospect to the agent demonstrates how to get the information that you will need to determine if the prospect you are talking with is a potential buyer for you.

Ring... Ring...

AGENT: It's a great day at XYZ Real Estate, this is Sam, how may I help you?

PROSPECT: I was calling about your listing on Main Street.

AGENT: Great, is that the area you are looking to buy in?

PROSPECT: Yes, I really like that area.

AGENT: That's a really great area. Just out of curiosity, what other areas are you interested in buying in?

PROSPECT: I also like (will state the areas).

AGENT: Fantastic, those are really good areas. Now, the home you are calling on is listed at \$299,999.00, is that the price you are looking to buy in?

PROSPECT: That might be a bit steep for us.

AGENT: What price range are you more comfortable with buying in?

PROSPECT: I was thinking around \$199,000.00

AGENT: I see, have you met with a lender yet?

PROSPECT: No. I want to find the house first and then call a lender.

AGENT: I can appreciate that, I have worked with several people who felt the same way as you. However, what I would like to do is make you a cash buyer, and by that I mean, getting you approved for your loan. Then, once we have found the home that you want, because you are already approved, your offer will be taken seriously, that makes sense doesn't it?

PROSPECT: Yes.

AGENT: Great, then what I would like to do is give your name and number to Joe Smith with XYZ Mortgage, we work very closely with Joe and he will be able to discuss your situation and find the loan with the terms that suit your needs. Will you be available later this afternoon to receive his call?

PROSPECT: Yes.

AGENT: Oh, by the way, do you currently rent or own your home?

PROSPECT: I rent.

AGENT: Great, now are you in a long-term lease or do you rent month to month?

PROSPECT: I rent month to month.

AGENT: Great, when do you want to be in your new home?

PROSPECT: In a couple of months.

OR:

PROSPECT: I own my home.

AGENT: Just out of curiosity, are you going to need to sell your current home before you purchase your new one?

PROSPECT: Yes.

AGENT: Is your home on the market?

PROSPECT: No, not yet.

AGENT: I see, well what I would recommend is that I have (Rainmaker) give you a call and set an appointment to discuss the possibility of listing your home. Will you be home later today so that (Rainmaker) can call you?

PROSPECT: Yes.

AGENT: Great, now how long have you been looking for your new home?

PROSPECT: About a month.

AGENT: Just out of curiosity, how many homes have you seen the inside of?

PROSPECT: 3 or 4.

AGENT: Great, and how have you been viewing them, open houses, knocking on doors or with an agent?

PROSPECT: Open houses.

AGENT: Great, based on the information that you have given me, the first step is going to be getting your home on the market so that once we find the house you like we will be able to write an offer, okay?

PROSPECT: Okay.

AGENT: Great, let's set an appointment to get together and talk about getting you into your new home, I have (Day at Time) open, by that time you will have spoken with Joe about your mortgage, and you will have had time to get your home on the market. Then we will be able to get you into your new home, how does that sound?

PROSPECT: That sounds great, see you then.

AGENT: Do you know where our offices are located.....