*Systems*

**Scripts**

**New to Real Estate**

*“Hi \_\_\_\_\_\_\_\_. This is a business call, do you have a second? I’ve just received my real estate license and have joined Genesis Real Estate Group. It may seem that I’m inexperienced, but I have the support of multiple brokers and agents with many years of real estate experience. Plus, my clients will receive all of my hard work and you know I’m eager to help people. I was hoping that you would be willing to help me kick off this exciting career. Are you willing to help?*

*Great! Can you think of anyone* ***right now*** *that is interested in buying, selling, or investing in Real Estate?*

*Thanks for thinking about it. I am working on my market knowledge constantly and have a wealth of information about market in your area. Is it ok if I send you info about the market occasionally?*

*Awesome! What is your contact information? Thanks for your time. Please let me know if you or anyone you know has questions or concerns about the RE market.”*

**Follow up Sphere calls**

“*Hello, This is \_\_\_\_\_\_\_\_ and this is a business call. Do you have a moment? It’s been*

*little while since we’ve spoken and I wanted to touch base. I’ve been very busy growing my real estate business and working with great clients like you. I wanted to share with you that I have a personal goal to help people achieve their real estate dreams this year. As you already know, I’ll do whatever it takes to help people. May I count on you to help me reach my goal?*

*Great! So I want to ask, who might you know from your work, your neighborhood, or a group you belong to who is interested in buying or selling real estate? Can you think of anyone right now?*

*Thanks for taking a moment to think about it. Also, I have a wealth of interesting, timely information on the local real estate market. May I go ahead and send you something about the market from time to time?*

*Great, let me check your email and address. It’s \_\_\_\_\_\_\_\_\_\_, right? Thank you for your time, and please let me know if there is anything I can ever do for you or anyone you know.”*

**Follow up Sphere calls**

*“Hello, this is \_\_\_\_\_\_\_\_\_ with Genesis Real Estate Group. This is a business call, do you have a moment? I won’t take much of your time. How are you? Did you receive the email/market update/card I sent you? That’s great. Did you have any questions? As you can tell I’m really serious about this business. I really hope you will allow me to be your real estate when you need one. Also, do you know anyone that is interested in buying or selling a house soon?*

**Follow up Sphere calls-Invite to open house**

*“Hi \_\_\_\_\_\_\_, this is just a quick call to invite you to an open house in \_\_\_\_\_\_\_\_\_\_\_\_. I know that you live close to that neighborhood, and I would love to see you!*

*I know you are probably not in the market for a house but I’ll be there from \_\_\_\_\_\_ on \_\_\_\_\_\_\_, and if you want to come over and have some refreshments that would be great!*

*I’ll see you then.*

**Visitors at an Open house**

*“Welcome. Before you take a look at the house, the owners have asked that everyone please sign into the guest book. Thank you.*

*What brings you in today?*

*Are you in the market for a home?*

*Many times, People come to open houses because they are curious about what their own home is worth. Is that your case?*

*What do you think about this house?*

*Is it the kind of home you can imagine yourself living in?*

*Do you need something bigger or smaller?*

*I have a list of several really great properties that may work better for you. I wouldn’t mind sending it to you, do you have a good email address I could send it to?*

*Great. I’ll send it out after I’m done here and we can touch base next week. When is usually a good time to call. Thank you.*

**Calls to Sphere-asking for allied resources**

*“Hi, this is \_\_\_\_\_\_\_\_\_\_. Do you have a few minutes? In my business of real estate, from time to time I am in desparate need of plumbers, handymen, landscapers, painters, window cleaners, house cleaners and so forth. Do you know any folks in these lines of work that you could recommend to help me?*

*Thank you! I will let them know you referred them.”*

**Allied resources**

*“Hello, \_\_\_\_\_\_\_. You don’t know me. I am \_\_\_\_\_\_\_, I’m a realtor with Genesis Real Estate Group. You name was given to me by \_\_\_\_\_\_\_\_\_\_. They said you are an awesome \_\_\_\_\_\_\_\_\_\_. Is that true?*

*I knew you would say that. That’s what I’m always looking for, great resources. I am building a professional services directory within my business and will only refer one person for each service. When people need a \_\_\_\_\_\_\_, I shall give them your name. I was hoping when you hear of someone wanting to buy or sell real estate, you could then share my name. Can I count on you to exchange referrals?*

*Great! When would be a good time to meet and exchange business cards. I want to have yours to pass to people needing \_\_\_\_\_\_\_\_\_\_\_ and you can share mine with people needing expertise in Real Estate. I look forward to meeting you. Thanks.*

**Allied resources**

*“Hi, This is \_\_\_\_\_\_\_\_. I’m a real estate agent with Genesis Real Estate Group and I’m interviewing three of the top (lenders, title, escrow, inspectors, etc) in the area to see where I would like to send all my potential business. I chose you based on (referral from \_\_\_\_\_\_\_\_/Hearing of you/knowing your company, etc.) Would you like to interview for the job of receiving my clients?*

*Wonderful! I’m thinking since I will be sending my clients to you, I would hope to get at least 2 referrals a year from you. Does that sound fair?*

*Great, When can we get together? \_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_?*

*Thanks. I look forward to meeting you then.*