

RING RING

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Ring Ring ... when you're cranking out some calls . . .

Some of these are mine, originals. Most have landed in my brain over the years of interacting with top agents, talking with thousands of buyers and sellers, sitting in or delivering hundreds of hours of trainings. Some of these I personally take credit for, some I have no idea the origin but it would have come from some savvy Realtor somewhere. Narrow down to your few favorites then go over them a hundred times until they are permanently embedded in your cells.

Look for our other FAVORITE SCRIPTS posts in the *"What What" blog category*.

Here we go ... some favorite RING RING scripts for cranking out some phone calls [be aware of calling laws and standards in your area]:

- "The price? Sure, it's \$250. Is that in your range? Is this the main neighborhood you are considering? Have you seen any homes that really interested you? Have you seen the one over on x street? If you like this home you may be interested in the one on y street ... have you seen that one? I am happy to show you this house ... does this afternoon work for you or is Saturday morning better?"
- "We would like to see this house. ... Excellent, I am happy to show you. I could do 5 pm today, noon tomorrow or Saturday morning. Which works best for you? There is another house on x street a couple blocks away, have you seen that one? If you like this house there's a good chance you'll like that one ... why don't we look at both of them at the same time?"
- It's your job to know the real estate needs of your friends & family. A call to a friend:

"Susan, hey, it's [me]. I have a quick business question for you. Do you have a minute? ... I realized I had not asked you this question in a while and, frankly, I wouldn't be doing my job if I didn't ask you this a couple times a year. ... Are you guys thinking of doing anything with your real estate this year or is there anyone you know who is that I should be talking with? ... School, work, neighborhood? I really appreciate you thinking about it. You see, it's really my job to know the real estate needs of my favorite people. If you come across anyone who is thinking of buying or selling, I'd love an introduction. I'll send you a quick email so you have all my contact information handy. I really appreciate your time ... hope to see you soon."

- Tax Time – "Hello. It's [your name]. Did I catch you at an ok time? I'll be brief. I'm calling all my neighbors to give you a heads up that tax valuations will be out soon from the tax district. I am watching

this neighborhood closely because it's hard to tell how the tax district will interpret values this year. Although I'm not a tax appeal specialist, I am happy to answer questions or review the neighborhood sales with you to help you understand your tax notice. It's just what I do this time of year. Something like 30% of the homeowners appealed their taxes last year and I am curious to see how that plays out this year. Oh, and by the way, spring real estate is ramping up ... do you know anyone thinking of buying or selling that I should be talking with?"

- Orphaned Buyers (NAR says that most buyers and sellers never hear from their Realtor again): "Hello, it's [your name]. Your Realtor may already have done this for you [hint: they haven't] ... I make a practice of doing this for all my clients and my friends and new neighbors ... just wanted to make sure you knew about filing for your homestead exemption [may vary in your state; if so, find some other reason to call]. Have you done that already? You only have to do that once, it's very important, saves you on your property taxes. I'll send you the link ... what's your email? How are things going so far? Any questions on your home warranty? Need any contacts for plumbers, painters, landscapers etc? Again, your Realtor may already be doing this for you ... I just make it a habit to reach out to [friends, new neighbors, buyers on my listings] to make sure you're getting all your questions answered. If there is anyone you know who has any questions or needs this type of service, happy to help."
- Just Listed – "Hello _____ my name is _____ with XYZ Realty. The sellers on Sunny Street have hired me/us to sell their home. We listed the home at \$400,000. We promised the sellers that we would reach out directly to the neighbors to let you know about the listing, [invite you to the open house] and to ask you who you might know that would like to move into your neighborhood. Most neighbors like the opportunity to pick their neighbors. How long have you lived in the neighborhood? If you were going to move when would that be? Who else have you heard that may be thinking about selling that I should in contact with today?"