

What Realtors Should Say When they Call their Database

Agent Scripts & Dialogues, Business Generation Methods

The [Edie Waters Team](#) doesn't sell \$40 million in real estate sales volume per year just by word of mouth. Edie Waters and lead agent Christine McCarthy explain how their team purposefully devotes time and resources to [regularly contact their client database](#) to generate more business.

MAKE CONTINUOUS & SYSTEMATIC CONTACT

The team knows that staying in contact with its database is the key to increasing production, so this activity is not structured loosely. All potential client contact information is kept in an [online database management system](#) that alerts team members who and when clients should be contacted. Agents are expected to [make a pre-determined amount of contacts each day](#), and they collectively track their numbers to ensure group accountability.

COME FROM CONTRIBUTION

Many agents will shy away from contacting people they know for fear of sounding too much like a salesperson. Instead, the [Edie Waters Team](#) **comes from contribution when contacting its database by asking questions about the clients' needs, and how the team might be able to help.** It is their goal to inform and remind their entire database to come to their team with any needs, questions or services regarding their home.

FOCUS ON SETTING THE APPOINTMENT

Many agents also avoid prospecting by telephone because they disdain the idea of asking people they know for business. Edie & Christine circumvent this concern by focusing their efforts on attempting to set appointments with people instead. They know that you [list property in the living room](#) and not over the telephone. So their dialogue concentrates on securing a face-to-face meeting, where the likelihood of obtaining future business and referral business is much greater.

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