

## **Script for calling buyer leads**

*Note: You have to call within 5 minutes if possible so they are still thinking the house they inquired about and might even still be on your website. Statistics show that you are more than 100 times more likely to have a conversation and convert someone into a client when reaching them within 5 minutes.*

### **If the potential buyer doesn't pick up**

Don't ever leave a message on the first attempt to call them. Instead, if they don't pick up, then employ the IMMEDIATE SECOND CALL. The immediate second call is where you hang up the phone and immediately call back again. Many times when a person doesn't recognize a number, they don't pick up. But if the same number calls back right away, they assume it's somebody they know calling from a number they don't recognize and now they will pick up.

If they don't pick up on the IMMEDIATE SECOND CALL then leave them a message and say the following:

**YOU:** Hi \_\_\_\_\_! This is \_\_\_\_\_ (don't mention your company or that you are a Realtor). I just got your request to get more information on (address of house) and I want to get that over to you ASAP. It's funny that you were looking at this property because there's actually something really cool about it that you're going to love. You can reach me at \_\_\_\_\_ for the next 30 minutes or so. I look forward to hearing back from you. Thanks!

*Note: Obviously there is something unique and "cool" about every property so you better know what that is before you call them. The reason that you are giving the 30 minute deadline is because it applies scarcity to the conversation and makes your time seem valuable since you aren't just waiting around all day waiting for their phone call. It brings the control back to you. If they don't call back in 30 minutes then just text them with the message "Is this \_\_\_\_\_?" They will respond because they don't know who is texting them.*

### **If the potential buyer does pick up**

**You:** Hi! Is this \_\_\_\_\_?

**Them:** Yes... Who is this?

**You:** Hi \_\_\_\_\_. This is \_\_\_\_\_. I'm getting back to you about your questions in reference to (address). Real quick though, are you near your computer or phone or wherever you keep your calendar?

**Them:** Yes. I keep my calendar right here on my phone. Why do I need to be near my calendar?

*Note: By asking them a question and getting them to think and get near their calendar you are doing two things; First, you are changing their pattern for what they expect which throws them off a little. Second, you are putting them to work which gives you control over the conversation. To do this though, you must sound confident!*

**You:** (Buyer's Name), as I am sure you are aware, there are not a ton of properties like this that are available and stay available for long in this market. I wanted to tell you a little more about the property and hopefully set up a time for you to see it if it sounds like a good fit, but first I have to know, do you have any one else sending you good deals right now?

*Note: If you ask if they have an agent, their answer is almost always going to be "yes". If you ask if they have anyone sending them good deals, that is a different question and it makes them think that they are missing out on something if they aren't using you.*

### **Possible Answer #1**

**Them:** Well, my wife has a friend in the business but we haven't signed anything with anyone. Why? Do you have access to properties that they don't?

**You:** The truth is that the MLS, where we pull our properties from, is the same to everyone. What we do have is a proprietary list of potential sellers that nobody else has access to and in some cases we are able to match our buyer clients up with houses for sale that never even see the open market. Is this something that would interest you?

*Note: To use the above line you need to have some sort of seller lead generation system working for you. You can check ours out at [www.jaredjamestoday.com/realestate](http://www.jaredjamestoday.com/realestate) The seller leads that you receive on a regular basis are your "proprietary list of potential sellers that nobody else has access to".*

**Them:** Absolutely.

### **Possible Answer #2**

**Them:** Yes. We've been working with someone for a while now but haven't found anything that we like as of yet.

**You:** Perfect. We work with people all the time that haven't had a ton of success with other agents. Actually, what really separates us is that we have a proprietary list of potential sellers that nobody else has access to and in some cases we are able to match our buyer clients up with houses for sale that never even see the open market. Is this something that would interest you?

*Note: Again, to use the above line you need to have some sort of seller lead generation system working for you. You can check ours out at [www.jaredjamestoday.com/realestate](http://www.jaredjamestoday.com/realestate) The seller leads that you receive on a regular basis are your "proprietary list of potential sellers that nobody else has access to".*

**Them:** Absolutely.

**You:** Ok. Here's all I ask then. I know that you have been looking for a house with your current agent for a while now unsuccessfully. The nice thing about me (our team) is that I don't mind competition if it means finding you the house you've been dreaming about. Can you make me one promise? If the other agent finds you a home, then you will use them. But if I (we) send you a property, will you promise me that you will use me (us) to view and potentially buy that house?

**Them:** Sure. That sounds fair to me. We just want to find a great deal!

### **Back On Script**

**You:** Perfect! Let's talk about the property you inquired about then. This property actually has (name something special about it). I'd love to get you out there to see it and also go over what you're looking for so I can see if any of our potential properties from our proprietary list match your criteria. What's a good time for you today or tomorrow?

*Note: In an ideal world, this is where they say yes and you can schedule a time to meet them in person. If they don't immediately say yes, this is where you really have to leverage the A.R.P. and A.R.C. strategies taught at [www.jaredjamestoday.com/marketing101](http://www.jaredjamestoday.com/marketing101)*

*But most of the time they are going to say something like, "I don't know if I'm ready to actually see the house yet. I really just wanted more information on it."*

**You:** Perfect \_\_\_\_\_. I know at this point you are really just gathering information and that's exactly what I want to give you. So can you tell me about the perfect house for you? How many bedrooms does it have and where is it located? (This question is known as a pivot)

*Note: Continue to ask questions like this until you feel that your rapport is at a higher level and they might feel comfortable enough to meet with you and see what you have to offer. Whether it's at the property or at the house they asked about, the point is to get them in person. Once you get that sense, then you A.R.C. (acknowledge/respond/CLOSE) It would go something like this:*

**You:** Perfect \_\_\_\_\_. So you just want more information on the house you asked about and you have interest in the proprietary list of sellers that we have. From doing this all the time I can tell you from personal experience that our happiest clients when buying the biggest investment of their lives, have been so happy because they took the small amount of time it takes to meet with me and really detail what they are looking for and why they are looking for it. I would never want to waste yours or my own time and that includes wasting your time with properties that don't match what you are really looking for. With that being said, would you be offended if I put you on the calendar tomorrow at 5pm so we can (either look at the property they called about or meet you in your office to nail down what they are looking for).

*Note: Once you book an appointment, this is when you start asking them about whether they've talked to anyone and gotten pre-approved, what their time frame for moving is, why they are moving etc.*

*Like anything in sales, you just have to keep going back to your close. Remember, average sales people close about 1-2% of the internet leads they get. Absolute ballers close 4-6%, which means that 95% or more are never going to work with you. It's a numbers game but in real estate you have to say the right things, say them enough times and say them to the right people. Follow this script over and over again to have a higher rate of success when following up with buyer leads!*