



BoldLeads

Table of Contents

⚡ <u>Seller Best Practices</u>	Page 2
⚡ <u>Seller Lead Scripts</u> <ul style="list-style-type: none">• Instant Home Value Pitch for Zillow IHV Experience users• Closing for the Appointment• CMA Short Pitch for real CMA users, CloudCMA and RPR users• Closing for the Appointment	Pages 3-4
⚡ <u>The Watson Pitch</u>	Page 5
⚡ <u>Objections and Rebuttals</u> <ul style="list-style-type: none">• Just Looking – Not Interested – Just Curious	Page 6
⚡ <u>Seller Lead Scripts</u> <ul style="list-style-type: none">• Call Back Script 1• Call Back Script 2• Door Knocking Script	Pages 7-8
⚡ <u>Circle Prospecting</u>	Page 9
⚡ <u>Blast and Funnel Content</u> <ul style="list-style-type: none">• Merge Brackets	Page 10
⚡ <u>Seller Text Content</u> <ul style="list-style-type: none">• Seller Text and Text Blast Content	Page 11
⚡ <u>Seller Email Content</u> <ul style="list-style-type: none">• Instant Home Value Blast• Listing Alerts/Live Comps Blast• Soft Sell Services Blast• Listing Alerts/Live Comps #2 Blast• No CMA Blast	Pages 12-14



BoldLeads

Seller Best Practices

[Table of Contents](#)

- ⚡ Call your leads immediately after being notified. Calling within the first five minutes after receiving the lead increases the odds substantially that you will engage the lead. The thinking behind calling them within the first five minutes is you know they are available. They are not driving their kids to soccer practice, at church, fixing dinner, shopping; no, they are not doing any of that. They are on their device or computer wondering what their home is worth. What better time to call?
- ⚡ Review and work your Partial Leads every day.
- ⚡ Set up your seller leads on property updates/listing alerts. Market them as Live Comps. Your prospects want to know when a home in their neighborhood hits the market.
- ⚡ Deliver your value proposition (Find Out What Your Home is Worth) for every lead. Make sure every lead receives a valuation of their property.
- ⚡ Continue to call your leads. Text your leads. Email your leads. The more times you attempt to engage your prospects the more likely you are to get a response. Follow up is key. It's a numbers game. It all comes down to how many leads you have and how many times you try to engage them. In this case, more is better.
- ⚡ Utilize our blast email and blast text tools to engage your leads by phone and email.
- ⚡ A large part of your follow up should consist of incubation. Most homeowners take six to nine months before they are ready to sell their home, or even talk about it. You need to incubate these potential home sellers with quarterly CMAs, phone calls and emails. If they say they will be ready to talk in six months, call them in three!
- ⚡ Provide your serious leads with a pre-listing package or presentation. Don't forget your ultimate goal. If you smell blood in the water, go for it.
- ⚡ Add your leads to your direct mail campaign. Don't be afraid to door knock your leads. You will usually get a much warmer reception at the front door than you will over the phone.



BoldLeads

Seller Lead Scripts

[Table of Contents](#)

Instant Home Value Pitch for Zillow Instant Home Value Experience users

"Hello (Lead Name), you were just on my website and received a computer generated estimate of your homes value, real quick, I just need to know, have you made any improvements or updates to your home that would impact that value?"

Be quiet, wait for answer.

***Then close for the appointment...whether they say yes or no. If they try to shut you down with "just curious or not interested" use the Just Curious rebuttal below to get permission to market to them.

Closing for the Appointment

Listen to their answer.

If YES:

"Great, what did you have done?"

"How much did you put into that?" Wait for their answers...

"Okay, this is real easy. I need to see your improvements to incorporate them into your home's value. It takes 10 minutes, how about I meet you when you get home from work tomorrow? Or the next day? Whatever is better for you. Give me 10 minutes to take a look at everything, I'll be out of your hair and able to show you what we can sell your home for in today's market. Sound good?"

If NO:

"Okay, it's easy and takes 10 minutes. How about I meet you when you get home from work tomorrow? Or the next day? Whatever is better for you. Give me 10 minutes to take a look at everything, I'll be out of your hair and able to show you what we can sell your home for in today's market. Sound good?"

*****Soft Pitch:** If you don't feel comfortable closing for an appointment after the "have you made any improvements..." question, you can also soft sell the prospect and go a different way with something like, "No improvements? No problem. If you want a more precise market analysis, have questions or are thinking about selling and would like a free consult, reply back from one of my emails or call me."

Keep the "JUST CURIOUS REBUTTAL" handy until you know it.



BoldLeads

Seller Lead Scripts

[Table of Contents](#)

CMA Short Pitch for real CMA users, CloudCMA and RPR users

"Hello (Lead Name), you were just on my website looking for a home evaluation and real quick, before I send it out, have you made any improvements or updates to your home that would impact its value?"

***Then close for the appointment...whether they say yes or no. If they try to shut you down with "just curious or not interested" use the Just Curious rebuttal below to get permission to market to them.

Closing for the Appointment

Listen to their answer.

If YES:

"Great, what did you have done?"

"How much did you put into that?" Wait for their answers...

"Okay, this is real easy. I need to see your improvements to incorporate them into your home's value. It takes 10 minutes, how about I meet you when you get home from work tomorrow? Or the next day? Whatever is better for you. Give me 10 minutes to take a look at everything, I'll be out of your hair and able to show you what we can sell your home for in today's market. Sound good?"

If NO:

"Okay, it's easy and takes 10 minutes. How about I meet you when you get home from work tomorrow? Or the next day? Whatever is better for you. Give me 10 minutes to take a look at everything, I'll be out of your hair and able to show you what we can sell your home for in today's market. Sound good?"

*****Soft Pitch:** If you don't feel comfortable closing for an appointment after the "have you made any improvements..." question, you can also soft sell the prospect and go a different way with something like, "No improvements? No problem. If you want a more precise market analysis, have questions or are thinking about selling and would like a free consult, reply back from one of my emails or call me."

Keep the "JUST CURIOUS REBUTTAL" handy until you know it.



BoldLeads

Seller Lead Scripts

[Table of Contents](#)

The Watson Pitch

The following script was posted on our Facebook Mastermind Group by Bill Watson, a very successful Boldleads client out of Denver. It's short, simple and delivers the message.

Here are some tips. Do not over think the lead. Do not pay attention to whether they are curious or not.

Simply call and say "This is (your name) with (your company name). I received your request for a accurate home evaluation and in order to complete it I just need to take a brief tour of your home. When would be a good time for you? By the way this is a free service with no obligation to list."

Once the appointment is set:

"By the way since I have you on the phone are you planning on making a move in the next 3-6 months?"



BoldLeads

Objections and Rebuttals

[Table of Contents](#)

Just Looking – Not Interested – Just Curious

For just curious/not interested objections on both the Buyer and Seller Side

No matter what you are selling, marketing or even surveying, you will always have a most common objection that you run into, whether you're selling cars, phones, vacations or services.

That objection usually arrives right after you ask your first question or offer your value proposition.

That objection keeps you from moving forward in your call process

Whenever the prospect, your lead, says "I'm just curious," or "I'm not interested" or "who the heck are you and how did you get my information?" that is their natural reaction to a cold call. They don't want to get sold.

Everyone likes to buy stuff but no one wants to get sold. Those words out of their mouths are their first wall of defense. It is a fluff objection and one you should always be ready for.

(You)

A lot of objections occur after the value proposition or question are asked "...to give you a better number I wanted ask you, have you made any improvements that would impact the value of your home?"

(Prospect)

"Oh no, I was just curious...no thank you!" (One of the most common, as is Not Interested.)

***Now you have to jump in right away before they hang up.

(You)

"Don't worry, I'm not looking to sell you anything! (Raise your hands up to show them they are empty, even though you are on the phone. That's the feeling you want to convey, momentarily harmless.) I just want to make sure you get the information you are looking for.

But maybe I can earn your business down the road...how about I send over a more current Market Analysis and set you up for Listing Alerts, which are like Live Comps. Every time a neighbor put their house on the market you are notified via email about price and property details. Totally customizable on your end. Does that sound good?"

Now you are getting permission to market to your prospect by setting them up on Listing Alerts/Property Updates/Auto Emails and you can call them about house prices when they go up and can continue to market to that prospect and warm them up.



BoldLeads

Seller Lead Scripts

[Table of Contents](#)

Call Back Script 1

"Hello (lead name)?

"My name is (your name), you probably don't remember but you were on my website looking for a valuation on your home a few weeks ago. I'm not calling to sell you something. I just wanted to find out, do you still want to know what you can sell your home for in today's market?"

Then, based on what they say, it's choose your own adventure.

Call Back Script 2

"Hello (lead name)?

"My name is (your name), I'm a real estate agent, but I want you to know I'm not looking to sell you anything, okay? I would just like to know if you want a more accurate market analysis of your home's value than the one you received on my website. (Reference the Value Range for the lead) The computer spit out (name a number) but I think that is a little low/high for your property, what do you think?"

And again, based on what they say, it's choose your own adventure.



BoldLeads

Seller Lead Scripts

[Table of Contents](#)

Door Knocking Script

Very basic.

Before you even knock on the door, step out into the street, look at the house and take some notes. Curb Appeal, Roof, Paint, Windows, Drive Way, Landscaping, Neighbors; write down your professional opinion about each. Write these notes on the CMA, sold sheet or whatever your take away is.

Take a couple of steps back after knocking so they are not feeling crowded or intimidated so they have room to open their front door.

"Knock, knock"

Prospect opens the door.

With a smile, "Hello, my name is (your name) and I'm your neighborhood realtor (keep talking) I'm here working in your neighborhood, like I do almost every day, and I wanted to stop by, introduce myself and now that I'm seeing your property, give you a better idea of market price, if you like."

Right then, if you have a CMA, comp report or any takeaway put it in their hands, open it up and talk about what's in the report or folder, then talk about the adjustments you are making in your head after seeing the front of the property and surrounding neighbors. Give them an idea of what you are thinking about price and ask about timeframe.

ASSUME THE CONVERSATION. BE FRIENDLY AND POLITE.



BoldLeads

Circle Prospecting

[Table of Contents](#)

This is from Robert Jerome from our FB BL Mastermind Group

"VERY IMPORTANT INFO! About how to take a lot more listings from Bold Leads...

So after 45 days of Bold Leads I have almost 150 leads. Every time I call someone they stiff arm me saying not interested.

So I decided to export and import all the leads into my Mojo dialer. And decided NOT to even mention the CMA request. I call them as a cold call, like circle prospecting, just talking about having buyers moving into the area and ask if they've considered selling.

I call days later after the CMA request because my call doesn't even bring it up. In my first day doing this I got 2 appointments and one very warm lead that will list with me in the next 90 days. Already listed one of the appointments.

I no longer call and reference the CMA. Best thing is...everyone takes my call and everyone is nice, no stiff arm rejection. Hope this helps some of you."

Simple Language

"Hello, Tom? This is Matt with Remax, I'm calling around your neighborhood introducing myself and I wanted to find out if your would consider selling your home?"

If they say "No." Ask if they want to find out what their home is worth. If they say no again, exit the call. You can always chat them up, ask about buyer/seller referral business, try and leave them better then I found them because my systems are still going to incubate that lead and I could speak to them again in the future. I never burn my pipeline.

Another If no, I offer to set them up on Listing Alerts.

"Listing Alerts are like getting Live Comps! Every time a neighbor puts their home up for sale you're notified by email about price and property details. You don't have to steal the flier from their for sale sign anymore. You don't have to talk to me and you always know what homes are selling for in your neighborhood. Sound good?"

Remember to get permission to market.



BoldLeads

Blast and Funnel Content

[Table of Contents](#)

Merge Brackets

You can use merge brackets in your blast and funnel emails and in your text blasts and funnel texts. They auto populate a lead's name, first name, address, and values from the instant home value landing page attached to your Zillow API key.

[FIRSTNAME] – Leads first name

[NAME] - Leads full name

[ADDRESS] - Leads address

[SOURCE] - Where the lead came from

[LANDINGPAGE] - Your primary landing page URL

[SHORTADDRESS] - Street Number & street name only

[ZESTIMATE] - Shows the Low, Med, High valuation

[EPPRAISAL] - Shows the appraisal valuation



BoldLeads

Seller Text Content

[Table of Contents](#)

Seller Text and Text Blast Content

- ⚡ Was the home evaluation we provided good enough or do you need a more accurate consultation?
- ⚡ Did you receive your market analysis? Do you need another?
- ⚡ Get a computerized estimate of your home's value at www.subdomain.boldleads.com right now.
- ⚡ Have you made any improvements that would impact the value of your home?
- ⚡ Go to www.agentidxhomesearch.com to find homes for sale in your neighborhood right now.
- ⚡ Reply back YES if you want a list of recently sold homes in your neighborhood emailed to you.
- ⚡ After selling your home are you looking to buy another?
- ⚡ Do you want local real estate market information, about homes in your neighborhood, sent to you?
- ⚡ Are you planning on selling your home in the next 3 months?
- ⚡ To get a fair market estimate of your home go to www.subdomain.boldleads.com
- ⚡ Just Listed!
- ⚡ Just Sold!
- ⚡ If you have any questions about your home's value call or text me at "agent's phone number."
- ⚡ Simply call and say "This is (your name) with (your company name). I received your request for a accurate home evaluation and in order to complete it I just need to take a brief tour of your home. When would be a good time for you? By the way this is a free service with no obligation to list."
- ⚡ Once the appointment is set:
- ⚡ "By the way since I have you on the phone are you planning on making a move in the next 3-6 months?"



BoldLeads

Seller Email Content

[Table of Contents](#)

Seller Blast Email Content

Instant Home Value Blast

Dear [FIRSTNAME],

At one time you were on my website www.subdomain.boldleads.com looking for a home evaluation, that's how I received your email address and contact information. It you want to know what your home's value is right now...

GO TO WWW.SUBDOMAIN.BOLDLEADS.COM TO RECEIVE AN INSTANT, COMPUTER GENERATED ESTIMATE OF YOUR HOME'S VALUE!

***includes low, medium and high estimates and property details like lot size and bedroom/bathrooms.

Remember, it is a computer generated estimate and not all the comparables being used should be (some of them are probably too old.) If you want a precise market analysis, or you would like to discuss more, reply back to this email. You can call or text me at 888-888-8888.

Sincerely,

Listing Alerts/Live Comps Blast

Dear [FIRSTNAME],

You were once on my website www.subdomain.boldleads.com, looking for an estimate of your home's value. In fact, you can go there right now to get a computer generated estimate of your home's value.

If you want a more accurate, real time tool, to help you determine market value of your home and the surrounding neighborhood check out Listing Alerts. They are like getting Live Comps delivered right to your email when they hit the market.

Go to www.yourhomesearch.com to sign up now. Once you are there click on the button with the star that says "Saved Search." Put in your information and you are good to go.

If you would like to discuss more please reply back to this email. Or you can call or text me at 888-888-8888.

Sincerely,



BoldLeads

Seller Email Content

[Table of Contents](#)

Soft Sell Services Blast

Dear [FIRSTNAME],

Last time you were on my site www.subdomain.boldleads.com, you were wondering about your home's value, that's how I got your email and contact information. I know that your plans for selling may be a long way down the road.

My name is Agent Name, I'm a neighbor, and have been helping members of our community buy and sell real estate for years. I'm pretty good at it.

If you would like me to set up a quarterly update on your area with market information, provide a comprehensive market analysis of your home, or just a quick price over the phone or via email, please let me know with a reply back, call or text at 888-888-8888.

Sincerely,

Just Listed Blast Email

Dear [FIRSTNAME],
This house just listed!

House Address:

List Date:

List Price:

Remarks:

Just Sold Blast Email

Dear [FIRSTNAME],
This house just sold!

House Address:

List Date:

List Price:

Sold Date:

Sold Price:

Remarks:



BoldLeads

Seller Email Content

[Table of Contents](#)

Listing Alerts/Live Comps #2 Blast

Dear [FIRSTNAME],

You ended up on my website www.subdomain.boldleads.com trying establish your home's value.

Looking for a more accurate tool to help you determine market value for your home and the surrounding neighborhood? check out Listing Alerts. Whenever a house in your neighborhood hits the market, you are notified via email about price and property details. It's like getting live comps!

Go to www.yourhomesearch.com

Sincerely,

No CMA Blast

Dear [FIRSTNAME],

We have switched software to a more reliable and automated platform because we found our people were not getting the information or evaluations they requested. The new software will give you results immediately.

If you want to get a current computer generated estimate of your home's value go to:
www.subdomain.boldleads.com

To be notified via email about new homes for sale as they hit the market in your neighborhood go to:
www.yourhomesearch.com

It's like getting live comps!

P.S: We are a full service real estate team that is available seven days a week to discuss your real estate needs. Please feel free to call direct 888-888-8888

Sincerely,