

Seller Lead Scripts

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 - Not Interested
 - Just Curious
-

Instant Home Value Pitch for Instant Home Valuation users

"Hello (Lead Name), you were just on my website and received a computer-generated estimate of your home's 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 an answer. Close the appointment.

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. It will be quick and will help me give you a more accurate valuation of 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. It will be quick and will help me give you a more accurate valuation of what we can sell your home for in today's market. Sound good?"

If Just Curious:

If you don't feel comfortable closing 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 consultation, reply back to one of my emails or call me."

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

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?"

Listen to their 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.

If YES:

"Great, what did you have done?" *Listen.*

"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?"

If Just Curious:

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"No improvements? No problem. If you want a more precise market analysis, have questions or are thinking about selling and would like a free consultation, reply back to one of my emails or call me."

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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 of 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, carry the conversation how you normally would with a client.

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 or high* for your property, what do you think?"

And again, based on what they say, carry on the conversation how you normally would with a client.

Door Knocking:

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, etc. Write down your professional opinion about each. Write these notes on the CMA, sold sheet or whatever your takeaways are.

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. 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 the market price if you'd 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-wise and ask about the timeframe.

ASSUME THE CONVERSATION. BE FRIENDLY AND POLITE.

Circle Prospecting:

Simple Language

"Hello, Tom? This is (your name), I'm calling around your neighborhood introducing myself and I wanted to find out if you 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 than 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 flyer 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.

The Watson Pitch:

The following script was created 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 overthink 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 an 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?"

Objections and Rebuttals

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.