



REAL ESTATE
MARKETERS

SPECIAL REPORT

LEAD FOLLOW UP
& PHONE SCRIPTS

Free Home Valuation Report Lead Follow Up Tips & Phone Scripts

General lead follow up and appointment conversion tips

The phone scripts included in this report focus on following up with leads received through a Free Home Value Report request. When a lead page is filled, it will forward to you immediately, via text or email. The reports are not automatic. ***It is extremely important to follow up with every lead as quickly as possible.*** Respond while leads have the Home Value Offer fresh in their mind. This will increase your conversion.

The purpose is to schedule an appointment to visit the home. ***Make sure the homeowner realizes the value in having a professional visit their home to prepare an accurate evaluation.*** Stress that each home is unique, and can only be truly valued in person. While touring the home, mention details that impact valuation to reinforce the benefit of the visit.

Take the time to be familiar with a solid listing presentation. Be prepared to share market trends with the owner. A good source is the monthly 'Real Estate Trends Presentation' on the 'Follow Up' tab of the EREM website.

Position yourself as the expert in your local real estate market. Suggest action steps they can take to improve their homes appeal to buyers. It will earn trust and build confidence. Recap how visiting helped with evaluation, and let them know when to expect your report.

Always close by asking for the listing!!

The “Law of Reciprocity” and how it works for you

The “Law of Reciprocity” basically states that ***humans tend to reward a positive action with another positive action in return.*** Additionally, people usually respond with return actions of a higher value than the initial positive action. In the Free Home Valuation offer, you initially offered a valuation in exchange for a lead, but it really goes much farther than that.

You counter the return action of surrendering contact info by spending time visiting their home and giving them a professional valuation. ***When you go on appointments, give MORE value by bringing a folder of information useful to sellers.*** The 'Follow Up' tab on the EREM website offers value added materials. Get handouts with tips for sellers as well as monthly market trend newsletters and articles. Simply add your contact info, print, and bring to the owner when you arrive for an appointment.

Now that you over-delivered a positive action in return, they will feel obligated to offer something back to “even the score”. Let them know when you will have a complete Home Valuation Report ready to deliver. Thank them for allowing you the opportunity to help them out. Then ask if you can help them sell their home. By NOT pushing them, but instead asking to help them sell, you offer even more value. Asking to help with their home sale puts you on their side, looking out for their interests.

After all the value you've given, they will feel like they “owe you” the chance to help.

Prioritize your leads for the most efficient use of time

Anybody thinking of selling right away or very soon should be your TOP priority.

Strike while the iron is hot, these people requested a Home Valuation for a reason! Show that you respond quickly, and take action. Just be careful not to come across as too needy or desperate for business!

Schedule appointments for HOT leads right away, the sooner you get to them the better.

Anybody thinking of selling, but not right away, or is undecided, is a MEDIUM priority.

Let warm leads know that you want to set an appt, and ask for a time next week, or when your schedule is open. If they are undecided, offer to bring by a few current trend reports to help them make a well informed decision on timing the sale of their home. Don't be pushy, simply ask them if they are aware of current market conditions impacting home values.

Spend some extra time if you can letting these leads now that now is really the time to sell.

If they are NOT interested in setting an appt, offer a 'rain check' on the valuation, and honor it down the road when they're closer to selling. Convey to them that it will not be very accurate in the fluctuating market. Again, do not get pushy and turn away a future listing!

Finally, you will always get a few people merely curious about their homes value.

The best approach is to tell them a valuation is basically useless if they are not selling anytime soon. Offer a 'rain check' on the valuation. Tell them that you don't want to waste THEIR time, but you'd be happy to give them a full valuation for free anytime later they get close to selling. If they insist, you may want to just give them a rough guesstimate right there on the call.

Remember, 'cold leads' are just hot leads that haven't warmed up yet. Don't ruin a future listing opportunity, and always keep in touch!

Overcoming objections and using the assumptive close

Many times people who say no are merely confused or have unanswered questions.

A confused mind will say no nearly every time. Your task is to uncover their objections, and answer them. Keep gently digging to find out what's holding them back. The point is NOT to be pushy, but educate them on the importance of the home valuation as a tool that will benefit them. Knowledge is power, and approaching one of life's largest financial decisions under-informed could have life-changing results.

Add an assumed close to your answers.

This is a good general sales practice. Ask for the sale (or appointment). Ask for a chance. Assume that you already have a sale (or appt), and you likely will. Don't ask direct yes or no questions people can say "No" to. Guide them into saying "Yes", or make them tell you no in their own words. People can answer questions with a "No" easily, but find it harder to TELL you no. Don't give them an easy chance to!

Not just phone scripts, but good closing responses

Any time you're talking with someone who seems reluctant, find what's holding them back.

Keep talking and gently pushing them to set a specific appointment time. Come back from their rebuttals and be confident in order to win them over and set a listing appointment.

If you aren't assertive they will almost always try to get out of setting an appointment time.

Keep answers simple to avoid confusion. If they are talkative but indecisive, use a quick story from personal experience to illustrate your answer or response to their question.

Don't be overly pushy, but never stop asking for the appointment as the conversation moves along.

Gently guide them toward setting an appointment. There is a fine line between being persuasive and pushy. Learn to walk it!

Practice makes perfect

Work with these examples, get familiar with the bullet points, and learn how to use any part of it without having to think it out line by line.

Put the dialogue into your own words, get comfortable with not just the answer, but understand the feeling that goes with the answer. Work on coming across as a friendly person who is on their side, and let them know how much you want to HELP them with an expert valuation.

You'll find that "getting this" has benefits beyond a few simple follow up phone calls.

Practice with your spouse or coworker to improve your response. You will gain confidence in your answers, and that will in turn result in closing more deals, and gaining more confidence...

Your Notes Here:

A few tips and extra details

- The home evaluation is NOT automatic
- The home evaluation is free
- Every home is unique and varies in value
- A visit is needed for a true valuation
- Appointments take about 30 - 45 minutes
- There is no obligation to list with any agent

- Respond to leads as quickly as possible
- HOT leads are TOP priority
- Warm leads get Medium priority
- Cold leads should get a rain check
- Don't waste time setting appointments with people who have no intention of selling or who are not the homeowners!

- Always end with a question
- Always assume the close
- Don't be overly pushy and always be polite.

Initial lead contact conversation

YOU: "Hey contact name, my name is _____ and I'm calling because I saw you had requested a Free Home Evaluation. I wanted to get back to you right away and get that started. Are you the owner of the home?"

Lead: "Yes" or other affirmative answer...

YOU: "Perfect! I'd love to stop by and take a quick look at your home so I can give you the best evaluation possible. I could swing by this Wednesday around 3.00-ish, or what time that day works best for you?"

Lead: "Yeah, that would work" or other affirmative answer...

YOU: "Great, I will plan on seeing you this Wednesday at 3.00"

YOU: "Hey contact name, my name is _____ Are you the owner of the home?"

Lead: "No" or other similar answer...

YOU: "May I talk to (*use owner's name if given*) them now? I just got a request for a Free Home Evaluation, and I wanted to get in touch as soon as possible to get that started."

Lead: *Owner is available to talk...* continue the dialogue about stopping by

~ OR ~

Lead: *Owner is not available...*

YOU: "That's too bad, I really needed just a minute of (*use owner's name if given*) their time, to get a few details about the home. What would be the best time to call to get in touch with (*use owner's name if given*) them?"

YOU: "And what did you say his / her name was? Perfect, I'll call (*owner's name*) back at this same number about (*good time to call -ish*). Thank you so much for your help!"

(IMPORTANT NOTE: It is MUCH better to say "6-ish" and NOT "6.00" when setting appts. You WILL look bad if you are late for a 6.15 meeting, but not if you show up at 6.05 to a "6-ish" appointment.)

Additional conversations and follow up dialogue

Explain the difference between a “generic report” and a personal in-home evaluation. You’re the expert, they are not. YOU know how important it is to price a home right in order for it to generate the best return for the owners, look attractive to buyers, and sell in a timely manner. Many owners do not fully understand the importance of this. YOU need to convey the importance of this to the homeowner.

Lead: *“I thought the report was ‘instant’, and you’re telling me it’s not?”*

Lead: *“I filled out my email address to get an instant report.”*

Lead: *“You have my email address, why can’t you just send me a report?”*

Lead: *“You have my home’s address, why can’t you just send the report to me?”*

YOU: *“contact name, I understand completely, and there ARE two ways of doing it. We can just put together a quick, generic report based on information from homes in the area that are similar to yours, and that will get you a very rough estimate of what your home may be worth.*

The BETTER option is that I will PERSONALLY come out to look at your home, so I can put together an accurate and detailed report. Your home has its own unique features. For instance, an upgraded kitchen, better floor plan, nicer appliances, even paint color can all make a huge difference in getting the best possible valuation of your home. I have seen homes sell for TWICE as much as the house just next door, simply because of minor differences.

Additionally, when you let me visit your home, I can give you some tips on simple ways you can add value and increase the appeal of your home to buyers. I have sold a lot of homes, and many times a few simple things can make a HUGE difference to buyers.”

(assume the close as you wrap it up...) I want to help you get the best valuation of your home that I can. How about Wednesday say about 3.00-ish, or is there a better time for you that afternoon?”

Explain to them WHY it’s better to have someone come out. Again, this answer is going to be much like the one before, YOU are the professional, YOU have the experience, YOU know the market. If you have a receptive person, you could even give an example of sometime you saw a small issue make a big difference in price. It is important to remind the owner that you are not only looking to get a good look at the home for a valuation, but that you can offer good professional advice on how to best position their home to sell in your specific market.

Lead: *"I just want the free report, you don't really need to come out to my house."*

YOU: "contact name, I could just send you a basic report, but can I be completely honest with you? (*pause and WAIT for them to say yes*) That is a quick, generic report based on information from homes in your area, and it's only a rough estimate of what your home may be worth. If you're thinking of selling anytime soon, it would be in your benefit to let me see the home, and give you a really solid evaluation. Your home has its own unique features. I have seen homes sell for TWICE as much as the house just next door, simply because of minor things. I can also give you a few simple tips to increase your home's appeal to buyers.

Getting an accurate price will help you understand what your home can sell for. Many people don't know what their home is really worth and a computer generated report can only give you a rough guesstimate of its real value. Having an experienced agent who knows the market evaluate your home will help you be better informed. Knowing an accurate value is key to making the right decisions about the sale of your home.

(assume the close as you wrap it up...) I want to help you have all the information you need to get the best possible price for your home. Is Wednesday at 3.00 PM good, or what time that afternoon is better for you?"

Explain that having an accurate evaluation can save them time AND money.

Another chance to position yourself as an expert, but this time to address some real fears people face when selling their home: leaving money on the table and not getting a sale in a good time frame. You want to come across as the protector here, your expert home evaluation can protect them from losing money or time.

Lead: *"I am very busy, and just don't really have the time to meet this week."*

YOU: "If you are actually considering selling your home then it's really important to get an accurate evaluation. You don't like to waste time and money do you? (*pause and WAIT for them to say no*) Well I've seen sellers leave thousands of dollars on the table because they didn't understand the true value of their home. I've also seen a lot of houses with unrealistic prices sit on the market for months and never sell.

When I come out and personally look at your home, you'll get an accurate and detailed report to help protect you from making a costly mistake when you sell your home. My experience with local market information combined with seeing your home in person will provide you with most accurate selling price possible.

(assume the close as you wrap it up...) I want to help insure that you are fully informed and don't lose money or get taken advantage of when you sell your home. I'd like to stop by and get the details I need to give you a full valuation report, what time on Wednesday afternoon works best for you?"

Ask them if they are seriously considering selling, and find out about how soon.

YOU: "Are you considering selling your home in the next few months?"

Lead: *"We're thinking about it, but we haven't made a decision yet."*

YOU: "I understand completely, and that's a wise choice to get the full scoop before making that decision. I certainly wouldn't want to make any hasty moves without knowing what MY home is worth, would you? (*pause and WAIT for them to say no*) I agree! Knowing what your home is worth may be the most important part of that decision. Let me help you gather the info you need. I could swing by your place this Wednesday about 3-ish, or would a little later better for you?"

Educate them on why it's a good time to sell right now

Lead: *"We do want to move, but probably not until later this year."*

YOU: "I understand. Let me just say that right now is an excellent time to sell, the market is really hot right now. Interest rates haven't risen too much yet and a lot of buyers are jumping off the fence. Also the housing market has recovered, so you'd likely be getting the best price for your home.

The market is very balanced and right now is an excellent time for buyers to buy, making it an excellent time for you to sell. You would have the best of BOTH worlds on getting the most you can out of your home, and being in a good position to buy your next place as well. I'd like to get your valuation right away, so you can take advantage of the market if you want to. If I come by on Wednesday is 3-ish good for you, or is later better?"

Ask them how long they have lived in their home

Lead: *"This is actually my first house, our family's been here for over 10 years."*

YOU: "I'm sure you know the housing market has changed substantially in the last 10 years! The good news is you bought before the boom, and your home could be worth quite a bit more than you might think."

Lead: *"Well, not so fast, I actually refinanced near the peak of the boom!"*

YOU: "I think you might be pleasantly surprised, the market has recovered a lot in just the last year. You'll likely find that you can finally get full value back out of your home again. I really want to help get you the most accurate valuation that I can, would you have enough time for a quick tour on Wednesday afternoon, or would the evening be a better time to stop by?"

If they are interested but don't want to set the appointment right then

Lead:

- *"I'm interested, but I need to check my schedule and call you back."*
- *"I will need to talk to my wife first and then I'll call you back."*
- *"I don't know yet if I'll be available that day."*
- *"I'm not really sure, let me think about it and get back to you."*

YOU: "I understand completely, so how about this, while I've got you on the phone let's set a tentative time right now, and I'll call back to confirm a day ahead. If anything changes we can just reschedule when I call to confirm. I know we all have busy schedules, and I'd hate feeling like I made you play phone tag! I'll just plan on maybe Wednesday at 3-ish, and call to double-check ahead of time. Does that sound good to you or should we shoot for a different day?"