



11-POINT BUYER LEAD CONVERSION SYSTEM

You're about to speak with a prospect. *Are you ready?*

- SMILE
- Be prepared physically, mentally and emotionally – they can feel and hear what you're feeling and saying, even over the phone.
- Believe in yourself – We believe in you!
- Be confident – you have the best programs available for buyers in the industry.
- Know your stuff – the better you know it, the better you'll do.
- Have fun!

THE BEGINNING

[You Call Them] Hi, [say their first name]. This is _____ with _____ and the reason I'm calling is because we received your request from our website (or phone hotline) and I wanted to get that information for you.

[They Call You] Hi, [say their first name]. This is _____. How can I help you? [Listen for what they want]. I'd be happy to get that for you. While I'm looking, can I get your phone number in case we get disconnected?

[Begin] ■ [First Name], are you currently working with an agent? [If no, go to next line. If yes, ask] Have you signed a buyer agency agreement with them? [If no, go to next line, If yes, give them the info they want and thank them for their inquiry.]

■ While I get this information for you, let me ask: If you could pick a date out of the clear blue sky, when would you like to move?

■ And how long have you been looking for a home?

■ One more second and I'll have that info for you. By the way, are you interested in only this property or other properties like it?

■ Have you seen or visited any other homes in the area?

[*At this point, you can use one of the many features of the Buyer's Advantage Program to find out which one of these is the "Hot Button" that will get them to say yes to meeting with you. You should try to always lead with the "Free List of Properties" as your first offer. Then, pick 3 more along the way until you get a yes from them.*]

[Arsenal of Offers] ■ **Free List of Homes:** The reason I ask is that at our office, if I know your price, styles, amenities and the locations in which you are looking, we have a unique Home Tracking Program that will publish a regular list of properties that meet just your criteria as soon as they come available to get you the best deal.

■ **\$7,500 Tax Credit:** The government is offering up to a \$7,500 tax credit for many homebuyers.

■ **60 Days No Payments:** We have a program where we can help you find a home and not have to make payments for the first 60 days after you close.

■ **Seller Down Payment Assistance Program:** If you need a down payment to buy your home, we have a program that allows the seller to help you with some or all of your down payment.

■ **Seller-Paid Closing Costs:** In today's market, we can often get the seller to pay your closing costs so you have to come to the table with little or no money to buy the home.

■ **Seller-Paid Home Warranty:** We've had great success getting the seller to pay for a home warranty for our buyers, saving them thousands in potential home repair headaches after they close.

■ **Free Published List of Foreclosures:** We publish a regular list of foreclosures, bank-owned properties and distressed sales that are available for as much as 30% below market value.

■ **Free Published List of Vacant Homes:** We publish a list of vacant homes and homes that have been on the market for longer than 180 days, where the sellers are typically very motivated to sell their home below market value to.

■ **Backstage Pass to the MLS:** We have a program that gives you a backstage pass to the MLS so you can see all of the listings like a Real Estate agent so you can look at all the homes that meet your criteria as they come available from all real estate companies.

■ **Aggressive Negotiation Strategies:** We have aggressive negotiation strategies that can help you save thousands to get a great deal on your home and in many cases, get the seller to pay your closing costs

■ **Customized Loan Programs:** We have an in-house mortgage company that can get you access to custom loan programs that fit your needs and offer you a guarantee on the lowest rates available.

You can follow up each of these Unique Selling Propositions with one or more combinations of the following:

- Is that something you'd be interested in?
- Do you think that would be helpful?
- Can you see how that would save you money when you buy a home?
- When would be a good time to get together so I can...?
- Did the other agents you were working with tell you about these options?

[Close and Set Appointment] Confirm the appointment and say the following: "When we get together on [date/time], we'll go over [re-state the benefits, i.e., how you can get up to a \$7,500 tax credit and have the seller pay your closing costs when you buy your home.]

[*Once you set the appointment, say*]: I want to do a great job preparing for when we get together, so I'll need some information from you. Is that okay?

Qualify the buyer appointment using the Buyer Qualifying Questions.