

INSIDE SALES AGENT (ISA) GOOGLE BUYER SCRIPT

FIRST WELCOME CALL (non-property specific)

Introduction

Hi, is this [use their first name]? This is [use your first name] in the Customer Care Department with the Blake Cory Homeselling Team. I noticed that you [recently / just] registered on our website and I wanted to call and say **thank you** and I saw you looked at a hand full of homes and I didn't know if I could answer any of your questions or if I could really understand your situation.

More importantly I wanted to make sure were finding everything you were looking for, and see if I could answer any questions for you or better understand your situation?

LET THEM TALK, Build Rapport, Ask Follow up Questions and take lots of notes.

Are you an actual buyer?

Great, so I assume you're in the market to buy a home?

If yes continue. If not, thank them for using our site and welcome them to use it anytime. Ask them if they want an e-Alert setup for anything or MarketWatch Newsletter. If not, do not allow the system to automatically set up an e-Alert.

Investor or Owner-Occupant?

Now, is this home going to be for you to live in, or purchased as an investment?

If investor: Are you looking for properties as rentals or hoping to buy, fix up and sell? Should I put you on our Foreclosures Update email? It will email you any foreclosures each day as they come available? If you see one you want to look at and put an offer on, please let us know. Now, what price range of foreclosures should I send you? **Set up e-Alert.**

If owner occupant continue with dialogue.

Determine Timeframe & Motivation

Let me ask you, If you could wave a magic wand, when would you like to be moved in your home? (Less than 3 mo/3-6 mo/6-12 months+) **Write down answers and continue.**

Is there something that needs to happen before you can buy? Get a home sold, let your lease expire, accept a job offer, get pre-approved for a loan, or....?

Or are you ready to buy as soon as you find just the right home?

If over 6 months and/or need something else to happen first, then finish the questionnaire, set up E-Alert, and offer the MarketWatch newsletter. If you see something you'd like to see let us know. We're here for you. Please call if you have any questions. If I don't hear from you, I'll follow up from time to time to say hi and make sure you're doing ok.

If they have house to sell, finish the questionnaire, set up E-Alert, then move to Listing Appointment script.

If they say, "I'm not really in a hurry" say... OH I understand. That's great. It's good that you're not under any sort of pressure to buy. That way you can make sure that you're making the right decision. We're going to be in business next year, and in 5 years. So we won't ever put you under any pressure to buy, we just want to be available to help you when YOU decide the time is right. Make sense? **[pause]** So is there anything preventing you from buying at this time, if you DID find the right home at a great price? **If no, then continue.**

If under 6 months, continue to qualify and work for an appointment.....[Dig deeper]

How long have you folks been looking for a home?

Tell Me About the Home You're Looking For

My job really is to make you're familiar with all the search tools available for you on our site and have your home criteria properly set up in the system so it will email only the houses you will be interested in. There are over 2,000 homes for sale. I'd like to set it up so you only get the homes you're interested in. Make sense? Our site is different from other real estate websites. It will highlight all Bank Foreclosures and Short Sales and has every home listed by every company with all available pictures and virtual tours. And our site is updated hourly. There is no need to look on other sites, they are ALL here. It's like having a back stage pass to the MLS. You'll find out about homes before most Realtors do. It's the best site I've ever seen. We're really excited about it.

You can also, save favorite homes, share them with friends, or request a showing right from the website.

So, tell me specifically what you're looking for in a home?

Any specific homes?: Have you seen any particular homes that interest you?

If yes: Other than this home, are there other homes you've seen that you like? Have you made a list of homes you would like to see? Great, what are they?

Price range: I see you've looked at a few homes in the _____ range. Is that the price range you're most comfortable? Do you know what a payment on that looks like? What sort of down payment and monthly payment do you need to stay below? Have you had the opportunity to visit with a lender?

Are You Moving From Another Area? [If not already discovered]

So do you currently live here or are you new to the area?

Moving From Out of Area: So do you have a trip planned to the area soon? When do you need/like to be settled in here?

If already planning a trip to town: Great, when is that?

I think you'd agree that it's good to have a pair of experienced local eyes looking for you. We would like to be that for you. I've set up your search criteria on our website already. Let's do this. Go in and look at the ones that match and let us know which ones you really like and would like to see when you get here. Also, any new ones that come up between now and then will show up in your email. Let's schedule a time to get together as soon as you get here to meet and review the game plan. Then we will set up a tour of homes to help you look at as many homes as you'd like while you're here to maximize your time.

Sound like a plan? I'm going to have one of our top producing team members, _____ assist you with this. He/She is a GREAT agent. **Ad lib** They will take wonderful care of you.
Schedule for a Buyer's Agent

House to sell first? Do you have a home you need to sell first there? Would you like us to refer you to a top agent there that belongs to our network? **Get Outgoing Referral. Then finish Buyer Questionnaire and set up on E-Alert**

No timeframe, un-committed - Just finish Questionnaire as best you can and set up E-Alert.

Working with an Agent?

I assume that because you're on our website that you're not currently working with an agent?

If they don't have an agent, proceed.

If they say they have an agent, ask: Have you signed a Buyer Agency agreement with that agent? And are they a Buyer Specialist or do you even know the difference?

If yes: Great, I'm sure they'll take good care of you. If you need any further help with the site, feel free to call or email us. Hope you have a great day.

If no, ask: Now is that someone you plan on using to help you buy a home, when you find one? Or do you feel a sense of obligation to use them for some reason? **The answer doesn't matter because they are fair game. Wait for reply and then proceed.** Ok. That's fine/no problem.

Want a great deal?

Let me ask you one last question, are you looking for a beautiful house at a great price?

- A. The reason I'm asking is because based on what you've told me, you seem like you might be a good fit for a free special program we have called our Buyer Advantage Program. It gives you access to homes that aren't online that are really good deals such as bank foreclosures, FSBO's, and private listings. These homes aren't on Zillow, Homes.com, or Realtor.com. You wouldn't be interested in something like that, would you?

Alternate: The reason I'm asking is that at our office we have a unique Buyer's Advantage program. With this program, you will have access to our exclusive Home Hunter's service that will provide you with regular listings that meet only your criteria. Also, it gives you access to homes that aren't online that are really good deals such as bank foreclosures, FSBO's, and private listings. These homes aren't on Zillow, Homes.com, or Realtor.com. Can you see how this would be helpful in getting you situated in your new home?

If yes, close for the appointment: When would be a time that would work for you to get together where I can set you up on the service?

If no: I understand. This program is not only free of charge, but it obligates you to nothing. At the same time it will send you daily updates of homes listed by all real estate companies that meet your exact home buying criteria directly to your inbox as well as all the foreclosures, corporate-owned homes and distressed sales in those areas and you'll get them before other buyers and agents, giving you the best chance at getting a great deal? Plus, you are going to save thousands of dollars because we guarantee that you'll get [list the items of the Buyer's Advantage program that your office will guarantee when they buy with you] when you work with us.

If yes, close for the appointment: When would be a good time for us to meet so I can start getting you those listings?

If no, go to B:

- B. [Use their first name], what exactly are you looking for in a home? **Wait for their answer. Then say:**
- C. Ideally, what this service does is that it searches for all the [give their criteria back to them, i.e., 3 br. 2.5 bath, 2-story homes with a 2-car garage] in only the areas you are looking and it sends them to you automatically as soon as they come on the market, saving you time and putting you in the best position to get the home at your price. Can you see how it would be helpful to have access to this service?

Listing Appointment - If they own a home

So will you need to sell your current home first before you can buy a new one?

If no. That's great. Then you'll be under no pressure to sell or buy and you can focus on finding exactly what you're looking for. **pick up script where you left off**

If yes. Well, you're among friends. Most people have to sell a home in order to buy another. When would be a good time for us to come out and take a look at your home and give you the value of your home in today's market? While we're there, we can tell you what to do and more importantly, what not to do to get your home sold for the most amount of money. Also, we can go over the fees and costs associated with selling your home to show you what size check you'll be able to bring to your next closing. No obligation or pressure. It's a free service we provide.

Set the appointment and use the Seller Qualifying questions for qualifying the call.

MarketWatch Newsletter - over 6 month

Would you like to receive our free monthly newsletter to keep you in touch with what's happening in the marketplace? There's no cost and you're not obligated to anything, but it's a useful tool for staying in touch with the market, plus it's got a lot of helpful tips on how to { maximize your sale price / buy your next home at the best possible price without falling into common traps}.

If yes. Great, what's your [Email/Mailing address –whichever we don't already have in our database] And would you mind if I check in on you in a month to make sure you received the newsletter and are still getting the types of homes you wanted from our website?

If no. That's interesting [use their first name], may I ask why? Almost everyone wants this information on how to {sell their home for top dollar in any market / beat out other buyers to the hottest listings}?

Qualifying Questions - Buyers

1. Are you buying the home yourself or is anyone else going to be involved with the decision?
2. Will they be available at the time of the appt?
3. Approximately how much cash do you have available for a down payment and closing costs?
4. (Renters) When does your lease expire? If lease doesn't expire for a long time ask: "If we found you the perfect home, could you terminate early? Would you want to if we could get the seller of the home you buy to pay for it?"
5. How is your credit? GREAT FAIR NOT SO GOOD BAD
6. "We have some VERY important materials to get you started on your home purchase right away. What is the best mailing address for you to get something important right now? What's the address where you will get a package in the next couple of days? (address for Bomb)
7. **CONFIRM APPT -** Thanks for the information. This will help us do a good job for you. We're looking forward to meeting with you and _____ on _____ at _____. Remember, when we are done you're going receive pictures and descriptions of homes in the area from all real estate companies as well as homes you **can't** find online. We use a special form with over 50 individual features you can search a home by so you will be less likely to miss out on the perfect home and with the priority access, you will be able to beat out other buyers to the best homes. So I look forward to getting you set up with that!

Qualifying Questions - Sellers

1. Only if lead source is unknown: Where did you get Blake's phone number?
2. Ok great. So we can do a good job preparing for the meeting, just a few questions about the house...
3. Is anyone else going to be involved in the sale of the home with you? Will they be there for the appt as well?
4. How soon do you have to be there? (if relocating)
5. What style of home do you have? SFD Condo Manufactured Mobile Multi-Family (2-4 units)
6. How much do you owe on your mortgage? (approx.)
7. How much do you think, in the current market, that a buyer is likely to pay for your home?
8. If everything we say makes sense on (day) are you ready to have us bring buyers through so we can start to get you offers on the home?
9. Are you meeting with anyone else about the sale of your home as well? Yes No
How many? _____ When: _____
Who? (Investor or real estate agents) _____
 - **Make sure we are last meeting**
 - You might have to reschedule. "What we find works best is if we're the last meeting. That way we can show you how much extra we do to get your home sold."
11. **CONFIRM APPT -** "We have some VERY important materials to get you started on your home sale right away. It's a package of materials we are going to have UPS deliver to you. What's the address where you will get a package in the next couple of days? (NOT necessarily the house they are selling) (address for preselling kit)
"Ok GREAT, So check for the package in next couple of days. We'll see you in person at (address) at (date and time of apt)."

Objections to Setting an Appointment

If no in office appointment can be set, but they have a house they want to see, try this approach. Give them the information they are looking for and then say:

Does this home interest you?

If they say yes, follow this line of scripts:

When would be a good time for us to meet at the property so you can see it?

We really like the agent with whom we're working.

That's fine. I'm not asking you to stop working with that person. I just want to show you some of the other options you have when buying a home and how you might be able to see more homes and save thousands of dollars. If what I have to share makes sense, that's great. If not, then you can still work with that person. Is that fair?

Can you e-mail me the property information?

I'd be happy to do that. Let me ask you, are you looking for someone to do a good job or a great job for you? I pride myself on doing a great job and by sending you a bunch of listings that may or may not meet your criteria is not what I consider doing a great job for you. When can we meet for about 15 minutes where I can find out exactly what you are looking for in a home and get you set up on the Home Hunter program. From there, you will get listings e-mailed to you on a regular basis.

I need to talk to my husband/wife.

Let me ask you _____, if it's ok with them, is it ok with you?

If yes, then say:

I tell you what, let's just pencil something in. You can confirm with them, and if we need to reschedule for another time, then we can do that. Now, when is the best time to get together, is it weekdays, or weekends?

I'm too busy to meet with you.

I can appreciate that. I'm sure you're super busy and that's why I'm offering this free service to you. Our Home Hunter service will only send you properties that meet your criteria. That way, you'll know exactly when they come available and you won't have to look at all the websites and call a hundred real estate agents to see if a property works for you or not. When can we meet for about 15 minutes where I can find out exactly what you are looking for in a home and get you set up on the Home Hunter program. From there, you will get listings e-mailed to you on a regular basis.

I really only want to see that property.

That's no problem. **[Set Appointment, then say...]** I assume I'm making this appointment for you and your agent?