

SCRIPTS: ONLINE LEAD CONVERSION

When it comes to online follow-ups, it's important to remember that setting the appointment should always be your first goal. Below is a prospecting script for real estate agents for online lead conversion:

YOU

Hi (user's name), my name is (name) with (company). After receiving your request for a deal on a property in the area, is that where you're looking to buy in?

Hello, thanks for reaching out. Yes, that's the area I'm looking to buy in.

USER

YOU

Do you have a price range?

Around \$400,000.

USER

YOU

Is your house on the market?

Yes, it's on the market.

USER

YOU

Do you not have an agent since you're looking online?

Correct, I'm not working with an agent at the moment.

USER

YOU

Would you be interested in working with a realtor?

Yes, I'd be interested in discussing my options!

USER

YOU

Perfect! Let's meet for 15-20 minutes, so I can show you what it takes to buy a home.

Posted with permission from Tom Ferry

<https://www.tomferry.com/articles/real-estate-prospecting-scripts/>

*Scripts provided are meant to be a template for a conversation. Before using any script, the user must observe any city ordinance on door-knocking and other activities; verify they are not violating any Do-Not-Call, Do-Not-Text, or Do-Not-Email lists to solicit, or any activity under the Telephone Consumer Protection Act; follow all of your MLS' rules, including but not limited to, not using information obtained from the MLS to solicit sellers; and ensure that user is not interfering with any exclusive relationship with another REALTOR®.



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