SCRIPT: PROSPECTING

As a REALTOR®, one of the easiest ways to boost sales is by leveraging your existing database. Whether you have a Rolodex of client contacts or use CRM software to manage your clients, it's important to have a real estate script on hand, so you can direct more leads down the sales funnel. If you find yourself looking for new customers, leverage your database first and follow this real estate prospecting script:

YOU

Hello, my name is (insert name), and I work for (insert company). I hope you are doing well. Do you have a quick minute to talk?

Hi, yes, I'm free to talk.

CLIENT

YOU

Great! I was wondering if you need help answering any real estate questions. Do you want to know the price of your home or anything about the current market conditions?

Yes, I'd love to hear more!

CLIENT

YOU

Hello, my name is (name), and my business is based on referrals from clients like you. Before you go, do you know of anyone who's looking to buy or sell a home now or in the future?

Sorry, I don't know of anyone at the moment.

CLIENT

YOU

That's okay. I appreciate your time and help, and if you know of anyone in the future, please don't hesitate to reach out.

When reading through scripts, it's important to remember to use them loosely.

Posted with permission from Tom Ferry
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