ROOPLER

8 STEPS TO TAKE WHEN TALKING TO ONLINE LEADS

A REAL ESTATE AGENT SCRIPT

ROOPLER.COM

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Congratulations! You've just connected with a new online lead, but now what? Whether you've paid for the lead or acquired the lead organically, what matters most is everything that happens next. Here are my eight steps for engaging leads.

- Step 1: Gain Agreement

  Get a "yes pattern" going early on. Ask easy questions so people can answer yes!

  To get started, simply say their name in a questioning tone (e.g., "Kevin?"). If I answer the phone, and someone does this, I'll naturally say "yes," and the "yes pattern" will already be started.

  To keep setting a "yes pattern," ask them questions to which you already know the answer. For example, if they inquired about a three-bedroom home in San Francisco, you can ask:

  > *Agent: "So, you're looking for three-bedroom homes in the San Francisco area, right?"*
  >
  > or be more specific
  >
  > *"Hi John, I see you inquired about 123 Main Street. Are you thinking about buying a three-bedroom in San Francisco?"*

- Step 2: Set Up an Appointment

  An estimated 63% of the time, someone's first action when finding a home is to schedule a showing (n.b., for older leads, setting appointments comes after step 3).

- Step 3: Discover Their Why

  Find out what's important to the client. What area do they really want to live in? Why are they attracted to that area? What is their optimal bedroom and bathroom count? What's their price range and time frame for buying?

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Feel free to make suggestions, but the key goal is to unpack their "why." If they are moving because they need a bigger living room, go deeper and find out why. Why do they need more family space? How do they use this space, and who occupies it? It's all about identifying people's pain points. For example:

Agent: "Got it - you really need a larger living room. I'm just curious–what's the problem with having a smaller living room? Is it because you want more space for kids or entertaining?

Client: "We have three kids, older parents nearby, and a lot of friends who we consider family are always welcome."

Agent: "Would you consider a home with a similar-sized living room and a great outdoor living and entertaining space?"

- Step 4: Be a Solution Provider

After determining their "why," what can you do to accommodate them? Why should they use you over someone else? What do you offer that's different?

- Step 5: Assume They Don't Have a Realtor

Use the word committed rather than "working with" to broach the subject of agent representation. For example:

Agent: "Sounds like you're just starting your search. You're not committed to an agent, right?"

or

"Are you committed to a realtor?"

If yes: "Have you signed the paperwork?"

Finally, Google the client to find out who they are. I actually recommend doing an online search for every client you meet

- Step 5: Help Them Find a Lender

The next step is to talk about financing. For example:

> *Agent: "Have you talked to a lender about financing yet, or are you planning on paying cash?"*

If they're not approved yet but still want to see a home, make a judgment call based on the conversation prior to setting up an appointment to show a home. Essentially, you want to ensure they will likely be approved for a mortgage, even if they haven't already.

The best way to do this is to ask about their line of work. For example:

> *Agent: "Do you work in the area?"*
>
> *"Yes. Oh great, what do you do?"*

Or to ask about credit history.

> *Agent: Credit score is important when buying a home. Currently, lenders are providing loans to people with scores as low as 580. Do you know your current score?*

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- Step 6: Ask About Their Current Home

In most cases, people are looking for a new home rather than a second home. The next step is to ask about the client's current living situation (e.g., are they renting or do they home their home).

Then, initiate a conversation about serving as their listing agent. If you don't do listing, refer them to a listing agent on your team or at your brokerage.

- Step 7: Don't End the Conversation–Sell the Follow Up

You have a lot to offer even if a client isn't ready to move immediately. Provide something of value, and then tell them you will be following up on a regular basis just to check in and see if there is anything they need.

In essence, assume the relationship (i.e., tell them what you're going to be doing) rather than asking for permission to stay in touch. For example:

Agent: "Okay, John, it sounds like you're not ready to do anything just yet. Here's what I'll do. We have awesome software that allows you to see listings as soon as they come on the market. I've got your email address. What I'll do is add your info to the software so that you can get an alert every time something becomes available. This way, you can track the market, and when you're ready to move forward, you'll have plenty of knowledge about the market. Sound good?"

Client: "Yes, thanks!"

Agent: "Great! I'll check back with you in a few months just to see how you're doing.