

USAHOMEBIDS/HOMEBIDS SCRIPTS

General Plan: The key is to get the preview/listing appointment. Once you have been invited into the home is when you should “knock their socks off.” Don’t give too much information away on the phone. The keys are short term agreement, guaranteed offers, and extremely low commission! Feel free to make it natural and make it your own. Please share back if you find something that is consistently working for you!

FSBOs usahomebids/homebids Script—Call from Monday-Tuesday is best

You: Hello, I am calling about your home at _____, is it still available?

Seller: Yes

You: Are you cooperating with agents if I bring you a Buyer? For example, if I have a Buyer that is willing to buy your property at the price you are asking are you willing to pay the 3% commission to me?

Answer #1: Yes (or some variation of 3%)

Answer #2: No

Answer 1/You: Great, I am a Buyer’s Agent and I have a number of Buyers looking in your area. I would like to preview your home to see if it fits for my Buyers, do mornings or afternoons work better for you?

Seller: Morning/Afternoon

You: Great, does tomorrow Morning/Afternoon @ _____ work for you?

Once you meet the client—you need to build rapport and you are now in a listing appointment. You need to preview the home and say “This home looks to be a good fit for a couple of my clients and I will be sharing this home with them. Also, I will guarantee you multiple offers in 11 days and I will only charge you the 3%. I will have a professional photographer take photos of your home so I can effectively market to my Buyers and I only ask for a 2 week commitment. Moreover, I will be your full service agent for 2 weeks @ 3% commission and I will market this home to my Buyers as we discussed and I will guarantee you 2 offers in 11 days and you can cancel our agreement in 2 weeks. Does that sound good to you and what day works best for the professional photos?”

Take the listing agreement with you...be ready to explain the 11 and 14 day periods as well as how the program works once they have said yes! At this point I also like to say that our program make the Buyer pay their own Agent which Sellers really like. Be professional, confident, and make sure you match the Sellers pace. Always come to the meeting looking your best and dressed appropriately.

Also, bring the listing presentation to show you have done your homework with the area—use the presentation only if needed—most times you will not need it!

Expired/Cancelled calls usahomebids/homebids script—call from Monday-Tuesday is best

You: Hello, I am calling about your home at _____, is it still available?

Seller: Yes

You: Great, first I have a quick question on why your home didn't sell. I have found that homes don't sell for 1 of 3 reasons: 1) The home didn't show well; 2) The home wasn't priced correctly, or 3) The home wasn't marketed properly...which one of those reasons was why your home didn't sell?

Seller: Wasn't marketed properly

You: Yes, I find that a lot and I completely understand. Marketing a home correctly is extremely important and it is also important to have a number of Buyers already lined up to buy in the area. I have a number of Buyers looking in your area and I would like to preview your home, do mornings or evenings work better for you?

Seller: Morning/Afternoon

You: Great, does tomorrow Morning/Afternoon @ _____ work for you?

Once you meet the client—you need to build rapport and you are now in a listing appointment. You need to preview the home and say "This home looks to be a good fit for a couple of my clients and I will be sharing this home with them. Also, I will guarantee you multiple offers in 11 days and I will only charge you the 4% which I am guessing is less than your last agent. I will have a professional photographer take photos of your home so I can effectively market to my Buyers and I only ask for a 2 week commitment. Moreover, I will be your full service agent for 2 weeks @ 4% commission and I will market this home to my Buyers as we discussed and I will guarantee you 2 offers in 11 days and you can cancel our agreement in 2 weeks. Does that sound good to you and what day works best for the professional photos?"

Take the listing agreement with you...be ready to explain the 11 and 14 day periods as well as how the program works once they have said yes! At this point I also like to say that our program make the Buyer pay their own Agent which Sellers really like. Be professional, confident, and make sure you match the Sellers pace. Always come to the meeting looking your best and dressed appropriately. Also, bring the listing presentation to show you have done your homework with the area—use the presentation only if needed—most times you will not need it!