The 4 Most Effective Scripts for Real Estate Agents

*Plus Bonus: Power Closes for Prospecting*

Provided Courtesy of:

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The Mike Ferry Organization

[COLE REALTY RESOURCE](#)
Hi, my name is __________ with __________. I\(\text{(my company)}\) just listed a home for sale over on ________________________________ … it has ___ bedrooms and ____ baths … and it’s listed at $ __________ …

And I was wondering … who do you know that would like to move into our area? ( ) Fantastic!

I appreciate you taking the time to think about it … tell me …

1. When do you plan on moving? ( ) Terrific!
2. How long have you lived at this address? ( ) Great!
3. Where did you move from? ( ) Good for you!
4. How did you happen to pick this area? ( ) Excellent!
5. If you were to move … where would you go next? ( ) That’s exciting!
6. And when would that be? ( ) Fantastic!
7. Obviously … you realize it could take 1 to 3 months in this market to get a home sold … did you know that? ( ) Terrific!
8. So … my question is … do you have to be sold in 1 month … or do you want to start selling at that time? ( ) Wonderful!
9. Fortunately … to get you one step closer to LA… all we need to do now… is simply set an appointment … so I can help you get what you want … in the time you want … won’t that be great? ( ) Fantastic!
10. Which would be better for you … Monday or Tuesday at 4pm?
Hi, my name is __________ with __________. I\(\text{my company}\) recently sold a home in your area … over on _________________________ … it has ___ bedrooms and _____ baths … and it sold for $ ________ …

We know when someone sells a home … usually two more sell right away … So I was wondering …

1. When do you plan on moving? ( ) Terrific!
2. How long have you lived at this address? ( ) Great!
3. Where did you move from? ( ) Good for you!
4. How did you happen to pick this area? ( ) Excellent!
5. If you were to move … where would you go next? ( ) That’s exciting!
6. And when would that be? ( ) Fantastic!
7. Obviously … you realize it could take 1 to 3 months in this market to get a home sold … did you know that? ( ) Terrific!
8. So … my question is … do you have to be sold in 1 month… or do you want to start selling at that time? ( ) Wonderful!
9. Fortunately … to get you one step closer to LA … all we need to do now… is simply set an appointment … so I can help you get what you want … in the time you want … won’t that be great? ( ) Fantastic!
10. Which would be better for you … Monday or Tuesday at 4pm?
Hi, I’m looking for _______ … Hi _______ … my name is _______ with _______ … I’m sure you’ve figured out that your home came up on our computer as an expired listing … and I was calling to see …

1. When do you plan on interviewing the right agent for the job of selling your home? (Never) Terrific! / Really!

2. If you sold this home … where would you go next? (LA) That’s exciting!

3. How soon do you have to be there? (Already) Ouch!

4. _______ … what do you think stopped your home from selling? (The agent) Really!

5. How did you happen to pick the last agent you listed with? (Referral) Great!

6. What did that agent do … that you liked best? (Nothing) Ouch!

7. What do you feel they should have done? (Sold my house) Really!

8. What will you expect from the next agent you choose? (Sell my house) Terrific!

9. Have you already chosen an agent to work with? (No) Wonderful!

10. I would like to apply for the job of selling your home … are you familiar with the techniques I use to sell homes? (No) You’re Kidding!

11. What would be the best time to show you … Monday or Tuesday at ____?
Hi, this is ______ with ______, and I’m calling about the home for sale … is this the owner? I’m doing a survey of all the FSBO’s in the area and I was wondering

1. If you sold this home … where would you go next? (LA) That’s exciting!

2. How soon do you have to be there? (3 months) Fantastic!

3. How would you rate your motivation to move … on a scale of 1 to 10? (5) Good for you!

4. What methods are you using for marketing your home? (Sign/ads) That’s great!

5. How did you determine your sales price? (Other agents) Fantastic!

6. Are you prepared to adjust your price down when working with a buyer? (Within reason) Terrific!

7. Why did you decide to sell yourself … rather than list with a real estate agent? (Save the commission) Great!

8. If you were to list … which agent would you list with? (None in mind) Fantastic!

9. How did you happen to pick that agent? ( ) Good for you!

10. If you were to list … what would you expect the agent to do … to get your home sold? ( ) That’s great!

11. How much time will you take … before you will consider … interviewing the right agent for the job of selling your home? ( ) Excellent!

12. What has to happen … before you will consider … hiring a powerful agent … like myself … for the job of selling your home? ( ) Perfect!

13. Are you familiar with the techniques I use to sell homes? ( ) You’re kidding!

14. What would be the best time to show you … __________ or __________?
1. If you could get what you wanted for this home now … would you put your home on the market today? Then let’s set an appointment today.

2. If I could get you top dollar for your property in the next 30 days, would you list your home with me? Let’s set an appointment today.

3. If you felt absolutely confident … that you could sell your home now … would you sell it? Let’s meet so I can show you how confident I am … that I can sell it for you now!

5. You said you have to move to (place) by (time) … right? Based on the time it takes to get a home on the market … get it properly exposed to the public … and sell it … we need to get together as soon as possible. So, let’s set an appointment today.

6. (Name) I wouldn’t be doing my job if I didn’t ask you one more time for an appointment … I’ve learned over the years that … if I don’t … you might end up with a mediocre agent and lose money … You don’t want to lose money on the sale of your home … do you? I can drop by at (time) or would (time) be better?

7. It will only take me 15 minutes to show you how I get top dollar for the homes that I sell … It would be worth 15 minutes of your time … to be absolutely sure … you were going to receive the most money for your home … you want to net the most money possible … right? Let’s set an appointment today.

8. If you had a proven plan for getting your home sold for top dollar … would you use it? Let’s get together … and I’ll show you that plan … Which is better for you … _______ or _______?

Bonus: Powerful Closes for Prospecting