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# WHAT TO SAY TO NEW & EXPERIENCED AGENTS

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## Attracting Experienced Agents

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# SPEAKING WITH *new* AGENTS

## QUESTIONS TO KEEP IN MIND:

- Do they project a “marketing” state of mind?
- Will they overcome the fear of failure and asking for business?
- Will they volunteer their past track record?
- Are they coachable?
- What is their past sales history?
- Are they self-directed / self-starters?
- Do they work well independently?
- Do they want success more than you want it for them?



“You can never care more about building their career more than they do.”

# WHAT TO SAY WHEN INTERVIEWING A *new* AGENT

Hello \_\_\_\_\_ (name),

My name is \_\_\_\_\_ and I am the (broker / owner, manager, recruiter) here at \_\_\_\_\_ (your company).

1. I hear you have an interest in a career in real estate?  
(Great, tell me more)
2. What makes you interested in a career in real estate? (Great)
3. Do you hold a current real estate license? (Terrific)
4. Do you have another job right now? (Great, if yes, go to #5)
5. Please tell me about your current position?
6. Do you have any experience selling? (Awesome, tell me more)
7. Were you planning on a full-time or part-time career in real estate? (Terrific)
8. Others who joined our firm found \_\_\_\_\_  
(your unique value proposition like Tom Ferry's BreakThrough By Design™ 10 week training course) helpful in launching their real estate career. I'm confident we can help you achieve your dream.
9. The next step would be visiting my office. Is today or tomorrow better for you?

# WHAT TO SAY WHEN INVITING *new* AGENTS TO A CAREER SEMINAR

Hello \_\_\_\_\_ (name),

Fortunately, we will be holding a career seminar at \_\_\_\_\_  
(location) on \_\_\_\_\_(date & time). At this seminar, we will be  
answering all of your questions about working in real estate. Can  
you make this day/time work for you? (Fantastic)

## **IF YES:**

I am excited that you will be joining us and looking forward to  
meeting you in person!

## **IF NO:**

We specialize in helping new agents get off to a great start in their  
career. I would like to meet with you to show the training that has  
been so effective for so many new agents.

Is \_\_\_\_\_(date, time, location) or would \_\_\_\_\_ (date, time,  
location) be better?

# WHAT TO SAY WHEN FOLLOWING UP WITH *new* AGENTS AFTER A CAREER SEMINAR

Hello \_\_\_\_\_ (name). It was great spending time with you at the event we had yesterday.

1. After attending the event, what are your plans for a career in real estate? (Awesome)
2. What made you interested in pursuing a career in real estate? (Interesting)
3. Have you completed your real estate classes and received your license? (Great)
4. What is your current employment situation? (Excellent)
5. What position do you hold?
6. What experience do you have selling?
7. Let's get together so I can show you some of the tools we have here at \_\_\_\_\_ (company name) that have gotten our agents so much success. It would be great to make money quickly, wouldn't it?
8. Is \_\_\_\_\_ (date, time, location) or would \_\_\_\_\_ (date, time, location) be better?



# WHAT TO SAY WHEN APPROACHING A *new* LICENSEE FROM A SCHOOL ROSTER

Hello \_\_\_\_\_ (name), this is \_\_\_\_\_ (name)  
from \_\_\_\_\_ (company). I was very excited to see that you  
applied (or passed) the real estate exam. Good for you!

1. Were you thinking about changing careers and getting into real estate? (Great)
2. Tell me about your plans. (Awesome)
3. I know you have many choices in which real estate company you might work for.
4. Have you already chosen one? (Terrific)
5. (If not yours) Wow, what company? (Interesting, tell me more about that)
6. Do you think that great training can have an impact on your success? (Of course it can)
7. That is why it's so important that we get together and talk about what we are doing at \_\_\_\_\_ (company name) that is providing our agents with such incredible success. One of our newest agents \_\_\_\_\_ (name) just closed \_\_\_\_\_ in his first \_\_\_\_\_ days in the business. How does that level of success sound?
8. Let's get together over a cup of coffee and I can show you how we can provide the tools and training to get your real estate career off to a fast start.
9. Which day and time would be better for you, \_\_\_\_\_ (date/time) or \_\_\_\_\_ (date/time)?



# WHAT TO SAY WHEN CALLING *newer* AGENTS

Hello \_\_\_\_\_ (name), this is \_\_\_\_\_ (name)  
from \_\_\_\_\_ (company). I was very excited to see that you have  
joined the real estate profession.

1. Have you heard about the success that our agents are having by participating in our training?
2. One of our agents \_\_\_\_\_ (name) has closed \_\_\_\_\_ transactions after just \_\_\_\_\_ (time) in the business.
3. How long have you been in real estate? (Great)
4. What made you decide to get involved \_\_\_\_\_? (Good)
5. Are you a full-time or a part-time agent?
6. What if I could show you how you could enjoy even more financial success and balance in your life by effectively using the tools (like Tom Ferry's BreakThrough By Design™ 10 week training course) that we provide to our agents?
7. We could sit down over a cup of coffee, no pressure, and talk about what you want to achieve in this business and how so many of our agents are already achieving their dreams.
8. Is \_\_\_\_\_ (date, time, location) or would \_\_\_\_\_ (date, time, location) be better?

# WHAT TO SAY WHEN CLOSING A *new* AGENT

## GENERIC CLOSE:

What if I could show you some ways that you can increase your business without working harder by using some of the tools and programs that are working for our current agents? Would you be willing to spend just about 15 minutes with me?

Is \_\_\_\_\_ (date, time, location) or would \_\_\_\_\_ (date, time, location) be better?

## VALUE BASED CLOSE:

We have a \_\_\_\_\_ (company value, like Tom Ferry's 10 week training - BreakThrough By Design™ which promises 3 new transactions inside the 10 weeks) here at our company.

It is so exciting that I can tell you that \_\_\_\_\_ (name) at our company did \_\_\_\_\_ (result) transactions by using that one value alone.

Let's get together over a cup of coffee and I can show you how this \_\_\_\_\_ (program, training, or value) can do the same for you.

Is \_\_\_\_\_ (date, time, location) or would \_\_\_\_\_ (date, time, location) be better?

## WHAT AGENTS REALLY WANT CLOSE:

Most great agents, such as yourself, are interested in working shorter hours, having more time with their families, and more balance in their lives.

Does that sound like something you might be interested in??

I would be happy to talk with you, and even buy you a cup of coffee, so I can explain how so many of our great agents are currently experiencing this.

Is \_\_\_\_\_ (date, time, location) or would \_\_\_\_\_ (date, time, location) be better?

## IF "NO" TO ANY CLOSE:

I appreciate that this may not be the time for you. I'd love to be your "spare tire" and I'm always available for questions, sound good? Check back with me periodically. By the way, do you know anyone else that might be interested in hearing more about our company?

# WHAT TO SAY TO *experienced* AGENTS

## TIPS TO KEEP IN MIND:

- Process is similar to a “buyer consultation.”
- Ask more than you talk.
- Do your research – know their history better than they know it.
  - Google them!
- Remember that it’s all about them, not you.
  - Congratulate them on a specific success.
- Identify the 4-5 unique values you offer:
  - How will they use them?
  - What difference will they make in their career?
  - What difference will they make in their life?
  - What is the monetary value of \_\_\_\_\_ ?
  - What will the additional money provide them?

## ASK THEM TO JOIN!



# WHAT TO SAY WHEN APPROACHING AN *experienced* AGENT someone you don't know from a list

Hi \_\_\_\_\_(name), this is \_\_\_\_\_(name) from \_\_\_\_\_(company). Did I catch you in the middle of making money? (If yes or no) Perfect, that is exactly why I'm calling!

You're one of the top agents in the area and I was curious why you chose to work at \_\_\_\_\_(firm name).

1. What are you seeing in the market right now? How is it affecting the way clients deal with you and your real estate transaction?
2. Do you have any specific trends that are affecting you??
3. How are you finding these challenges?
4. What are you doing to overcome these challenges? Do you see any opportunities?
5. What are you doing to take advantage of these opportunities?
6. What changes is your company making so that you are supported in this market and economy?
7. Do you believe a company should support and provide for its agents during times of change?
8. Based on everything you're saying, let's meet over a cup of coffee and explore what we are currently doing to assist our agents in meeting today's challenges?
9. You need \_\_\_\_\_(whatever they said), right?
10. Is \_\_\_\_\_(date, time, location) or would \_\_\_\_\_ (date, time, location) be better?

## **IF NO:**

I know you're not interested in moving. If you were, you would be calling ME! I'd love to be your "spare tire" and I'm always available for questions or consultation, as needed, sound good?

Since we'll be doing transactions together and I value your thoughts on some really important issues we are facing in this market and economy, let's meet for coffee.

# WHAT TO SAY WHEN APPROACHING AN *experienced* AGENT from a referral

Hi \_\_\_\_\_(name), this is \_\_\_\_\_(name) from \_\_\_\_\_(company). One of our great agents \_\_\_\_\_(name) referred you to me and said you would be a great asset to our company.

**Agent says:** I am not interested in changing companies right now.

1. I appreciate that- I know you are not interested in changing. I'm curious why you chose to work at \_\_\_\_\_(firm name).
2. What are you seeing in the market right now? How is it affecting the way clients deal with you and your real estate transaction?
3. Do you have any specific trends that are affecting you??
4. What are you doing to overcome these challenges? Do you see any opportunities?
5. What are you doing to take advantage of these opportunities?
6. What changes is your company making so that you are supported in this market and economy?
7. Do you believe a company should support and provide for its agents during times of change?
8. Based on everything you're saying, let's meet over a cup of coffee and explore what we are currently doing to assist our agents in meeting today's challenges?
9. You need \_\_\_\_\_(whatever they said), right?
10. Is \_\_\_\_\_(date, time, location) or would \_\_\_\_\_ (date, time, location) be better?

## **IF NO:**

I know you are not interested in moving. If you were, you would be calling ME! I'd love to be your "spare tire" and I'm always available for questions or consultation as needed, sound good?

Since we'll be doing transactions together and I value your thoughts on some really important issues we are facing in this market and economy, let's meet for coffee.

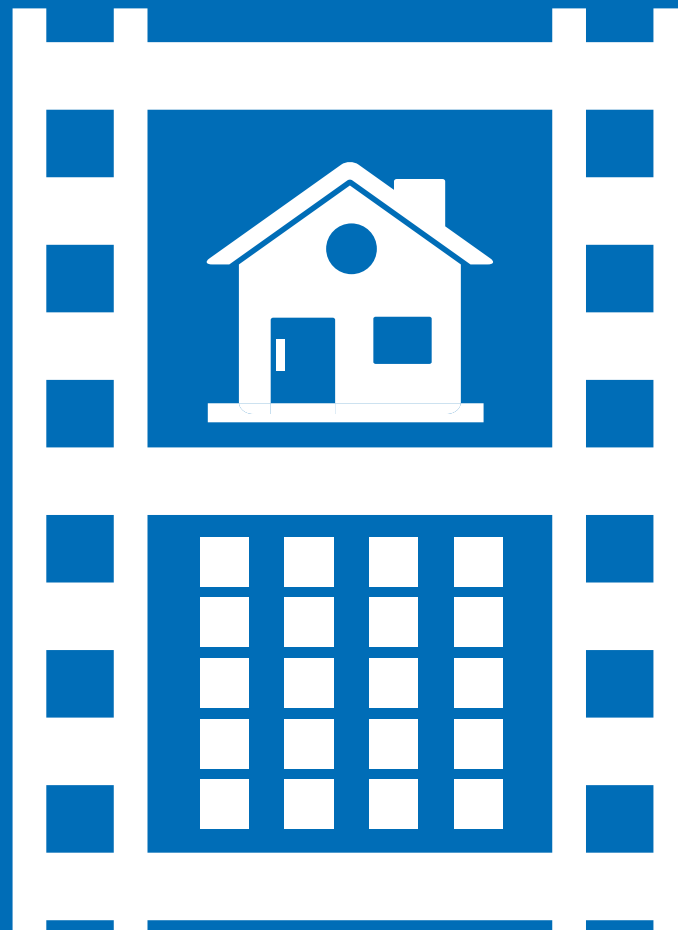
# WHAT TO SAY IN *videos, letters & notes* TO PROSPECTIVE RECRUITS

## EXECUTION:

Personalized videos: via BombBomb

Emails: via CRM platform

Hand-written letters or notes via mail



# WHAT TO SAY IN *videos, letters & notes* TO PROSPECTIVE RECRUITS:

## **NEW LISTING:**

Just a quick note to say congratulations on your fantastic new listing on \_\_\_\_\_(street). It's priced to sell. What else should we expect from a pro like you? We'll do our best to sell it for you. Again, great job.

## **THANK YOU – COOPERATING SALES ON BUY OR LIST SIDE**

Just a quick note to thank you for the professionalism and hard work you displayed throughout the transaction and closing on \_\_\_\_\_(property location). \_\_\_\_\_(agent's name) said you did an exceptional job! Thanks Again!

## **THANK YOU – COOPERATING SALE ON OUR LISTING**

Just a quick note to thank you for selling our listing on \_\_\_\_\_(property location). \_\_\_\_\_(agent's name) told me you were awesome! We sincerely appreciate your sales professionalism! Again, great job!

## **THANK YOU – COOPERATING SALE ON THEIR LISTING**

Just a quick note to thank you for your cooperation with our \_\_\_\_\_(name of your sales executive), who sold your listing at \_\_\_\_\_(property address). Such effective cooperation between real estate professionals goes a long way toward both enhancing our image with the public and providing better service. Thanks again.



## **CONGRATULATIONS**

Congratulations on achieving \_\_\_\_\_(award name) for \_\_\_\_\_ (real estate company). It's people like you that keep our industry dynamic. Your manager must be proud of you. We are, too!

## **FOLLOW-UP ON AN OPEN HOUSE VISIT**

Just a quick note to tell you how much I enjoyed speaking with you at your Open House. If you aren't using the Mega Open House strategy and generating 3 seller leads on every open house, call me. I'm hopeful we can assist you with our pipeline of buyers in getting it sold.

## **SPOKE WITH A PROSPECT – NO APPOINTMENT**

Just a note to let you know that I enjoyed speaking with you today and discussing \_\_\_\_\_(topic). I look forward to chatting with you again. How does next week look? My office or coffee?

## **SPOKE WITH A PROSPECT - APPOINTMENT**

Just a quick note to let you know I enjoyed speaking with you on \_\_\_\_\_(day). I'm looking forward to meeting with you on \_\_\_\_\_(day and time). In the meantime if you have any questions \_\_\_\_\_ (text, email, call info).

## **SPOKE WITH A PROSEPECT - APPOINTMENT**

Just a note to let you know that I'm looking forward to meeting with you and discussing some of the powerful new programs we've created that are specifically designed for agents like you. We'll see you soon. In the meantime, if you have any questions \_\_\_\_\_ (text, email, call info).

# WHAT TO SAY IN AN *invitation* TO A COMPANY EVENT:

Hi, \_\_\_\_\_(agent name), I want to personally invite you to be our special guest as we honor our extended family of sales executives who have contributed to our success this \_\_\_\_\_(time period). We appreciate your partnership as a cooperating agent in the sale of our listings and we would love to recognize you in our upcoming \_\_\_\_\_(event name).

Information is included and attached here. Please save the event details and RSVP to \_\_\_\_\_(details to RSVP).

Looking forward to seeing you.

\_\_\_\_\_(your name and contact info)

# WHAT TO SAY IN A *company announcement* OR NEWS:

\_\_\_\_\_ (company) was recently recognized as  
\_\_\_\_\_ (award). We are extremely proud of this  
accomplishment, as it is a direct reflection of the outstanding  
leadership within our organization and the hard work and dedication of  
our sales executives.

Read more about this award on our website \_\_\_\_\_  
(URL) or in the attached document.

Confidential Interview? Call me. If not, I'd love to be your "spare  
tire" and I'm always available for questions or consultation as needed,  
sound good?

# WHAT TO SAY WHEN INVITING A *prospect* TO A TRAINING PROGRAM OR MARKETING EVENT:

Hello \_\_\_\_\_ (prospect name). This is \_\_\_\_\_ (name). How are you doing today? Great.

\_\_\_\_\_ (prospect name), the reason for my call today is to tell you about a \_\_\_\_\_ (training or event) we're making available to all our sales executives.

Give program details and benefits. Example...

I believe you would benefit by joining us at \_\_\_\_\_ (event name), \_\_\_\_\_ (prospect name). How does that sound?

## **Yes**

Wonderful! (Confirm information). I'm looking forward to seeing you then.

## **No**

Great, tell me, what's important to you in growing your career?

I'd love to be your "spare tire" and I'm always available for questions or consultation, as needed, sound good?

Since we'll be doing transactions together and I value your thoughts on some really important issues we are facing in this market and economy, let's meet for coffee.

# WHAT TO SAY WHEN COMPLIMENTING A *prospect* ON THEIR MARKET PRESENCE

Hello, \_\_\_\_\_(prospect name), this is \_\_\_\_\_(name) with \_\_\_\_\_(company). Did I catch you in the middle of making money? Great!

I wanted to take a moment and let you know that I have personally noticed, and have been very impressed with, your fantastic market presence. I am particularly impressed with \_\_\_\_\_ (state an item from one of their local campaigns).

\_\_\_\_\_(prospect name), even with your strong market presence, I know there's usually a desire to do more. Is that true for you?

1. What are you seeing in the market right now? How is it affecting the way clients deal with you and your real estate transaction?
2. Do you have any specific trends that are affecting you??
3. How are you finding these challenges?
4. What are you doing to overcome these challenges? Do you see any opportunities?
5. What are you doing to take advantage of these opportunities?
6. What changes is your company making so that you are supported in this market and economy?
7. Do you believe a company should support and provide for its agents during times of change?
8. Based on everything you're saying, let's meet over a cup of coffee and explore what we are currently doing to assist our agents in meeting today's challenges?
9. You need \_\_\_\_\_(whatever they said), right?
10. Would \_\_\_\_\_(day) or \_\_\_\_\_(day) be better for you?

## IF NO:

I know you are not interested in moving. If you were, you would be calling ME! I'd love to be your "spare tire" and I'm always available for questions or consultation as needed, sound good?

Since we'll be doing transactions together and I value your thoughts on some really important issues we are facing in this market and economy, let's meet for coffee.

# WHAT TO SAY WHEN CLOSING AN *experienced* AGENT

## FOR THE APPOINTMENT:

\_\_\_\_\_(prospect name), my goal is to help you make a better decision. You said you needed \_\_\_\_\_(recap what they need), right? I believe we would be a great match and that we have the system in place to help you reach your goals. Let's get together so you can see the opportunity. Is \_\_\_\_\_(date, time, location) or would \_\_\_\_\_ (date, time, location) be better?

## RESERVE YOUR SEAT:

\_\_\_\_\_(prospect name), I want to make sure that your space is reserved and still available for \_\_\_\_\_(event name). This is what I'll do, I will go ahead and hold your seat. How does that sound?

## BALANCE THE SCALE:

\_\_\_\_\_(prospect name), I guess the question is this... when you balance the concern about moving and weigh it against all that we're prepared to do for you like \_\_\_\_\_(benefit, benefit, benefit, benefit) which side weighs the heavier? That really is the question, isn't it? Let's get together so you can see the opportunity. Is \_\_\_\_\_ (date, time, location) or would \_\_\_\_\_ (date, time, location) be better?

**NO RUSH:**

\_\_\_\_\_(prospect name), I'm aware that the decision to join us is 100% your decision and I wouldn't want you to feel pressured in any way. Others who have joined had the same questions.

\_\_\_\_\_ (list concern)

\_\_\_\_\_ (list concern)

\_\_\_\_\_ (list concern)

\_\_\_\_\_(agent name), recently just joined us, had the same questions, and is thriving. So let's get started. Is \_\_\_\_\_(date, time, location) or would \_\_\_\_\_ (date, time, location) be better?

**COMPETITOR CLOSE:**

\_\_\_\_\_(prospect name), as we discussed, one of the major benefits \_\_\_\_\_(company name) can provide for you, that your current company does not, is \_\_\_\_\_(list features and benefits). How would this benefit your business? I believe we would be a great match and that we have the system in place to help you reach your goals. Let's get together so you can see the opportunity... Is \_\_\_\_\_(date, time, location) or would \_\_\_\_\_ (date, time, location) be better?



# HAPPY *recruiting*

We hope that these scripts will help you prospect, recruit and build your business.

Of course, we're always here should you have any questions.

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And, don't hesitate to let us know if you'd like to schedule a complimentary business analysis for you or any of your agents.

YOUR STRATEGY MATTERS AND  
YOUR PASSION RULES

# Notes

# Notes

# Notes

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