

A black and white photograph of a man and a woman in a modern office environment. The man, on the left, is wearing glasses and a dark shirt, holding a tablet and looking at it. The woman, on the right, is wearing a light-colored top and dark pants, looking at the tablet with a smile. They are standing in front of a large, textured brick pillar. The background shows a modern office interior with hanging lights and other pillars.

ONLINE FOLLOW - UP SCRIPT

The Real Estate Marketing Masters

"GET THAT APPOINTMENT" ONLINE FOLLOW - UP SCRIPT

THE GOAL FROM THE INTERACTION IS TO SET AN APPOINTMENT

Hi/Hey (_____) *name of lead* this is (your name) with (your brokerage).

1. You were recently on our site www._____ and I wanted to thank you for signing up and for allowing us to help you.

2. We received your request regarding your interest on a great deal on a property in the (_____) *city or town name* area. Is that the area you're interested in buy in?

3. What types of property do you like best, Condos, Single Family, Townhomes? (Wonderful)

4. What price range are you looking to buy at? (Terrific)

5. I'm curious ... are you currently renting or do you own your home? Do you need to sell your current home before you buy? (Excellent)

6. Is your house currently on the market? (Really)

7. [If renting:] Are you month to month, or are you in a lease? If you were to find the home of your dreams ... could you get out of that lease immediately?

8. So up to this point, how have you been looking for homes?

9. So since you are looking online, that probably means you aren't working with an agent...right?

10. Why are you looking to buy a home? What motivates you? *Let them explain to you.* (I completely understand.)

11. I completely understand. So how would you like to meet for 20 - 25 minutes so I can show you what it will take to buy a home in today's competitive market and exactly what our team can do to assist you.

12. What would work better for you? Date/time or day/time. *Give them 2 options*

13. Great! My office is located at (_____) * address of your office*

14. My office number is (_____) *your phone number*

15. I'll send you out a confirmation email to (_____) *their email address*

16. Is your email address (_____) ?*repeat their email address*

17. And what is best number to reach you at?

18. Oh and one last question, because I know every seller is going to want to know ... are you going to be paying cash ... or have you been qualified by a lender? (Perfect)

Cash: Terrific, when we meet please bring proof of funds.

Lender: Great, my clients always ask me for a second opinion ... would you like one?

No Lender: With such a big decision who you work with matters, I have a great relationship with (_____) *name of lender*, he/she helps me with most of my clients, if you'd like I can have them give you a call?

19. Great, thank you again (_____) *lead name* and I look forward to meeting with you!

20. Hey (_____) *lead name* will you do me a favor and let me know if something comes up and you can't make it so that we can reschedule .



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