

Seller Scripts

Below are the phone call, email and face-to-face scripts that Jerimiah Taylor has referenced on previous webinars, as well as some additional ones that generate great results as well. He has kindly shared these for you to use, customize and adapt to your own style.

Many thanks to Jerimiah Taylor, of Keller Williams, for providing the information below!

Phone Call Scripts

Note from JT: In general with all of your scripts, come from contribution of 'how can I be of service', 'how may I help you'. Find out what THEY want and go from there.

If you are following up with and online CMA request, prior to the call you should understand the seller maybe either really, really happy or unhappy with the result of the automated valuation.

HouseValues Intro:

"Hey (lead name), this is (your name) over at HouseValues.com. I'm just following up to make sure you got all the information on the valuation of your property, and see if there is anything that you needed some more clarity on. Give me a call back-- again that's (your name) with HouseValues.com..."

HouseValues Intro (in an area you'll do a hand delivery):

"Hey (contact name), it's Jerimiah Taylor with HouseValues.com and I'm just following up from your online CMA request. I'm going to send you an email as well with some of my contact info. And you know what's so interesting, is I'm going to be in your neighborhood this afternoon around 4:00 showing some property. So what I'll do is I'll just actually just pop by and that way I can take a look at the house and check out all the features and benefits and really give you the best and most accurate idea of the value. If for some reason, 4:00 doesn't work for you, please let me know...give me a call, here's my cell number. Otherwise, I look forward to seeing ya today at 4:00."

Online CMA Request Info (in an area you'll do a hand delivery):

"Hi, this is (your name) with (your brokerage company) and (your website URL: xyz.com). You recently visited our site (your website URL: xyz.com) and I am following up to make sure you've got the information you were looking for. *(Now close to the appointment)*

To give you the right information and help you save time I'll need to see your home and how it compares to other homes in the area. I've got some time to come by this afternoon at 4 or tomorrow at 3 which is better?"

Intro for lead generated on your website:

"Hi this is...(agent name) over at (agent company)-- I see someone at your property there just registered on our website for some more information on the price of the home there, how can I be of service to you guys? [NOT: "Hey I'm calling for (prospect name)".... So you don't get stuck if they put in a fake name.]

You are out of the office and haven't researched the request:

"I see you requested some info on my site, how can I be of assistance?"

Script for online seller lead that just wants the value but not give more information:

"(Contact Name), so many times we get people who intend to sell their home that want to know the value of their home in order to sell it, and the great part about that is that I need to understand your motivation so I can give you the appropriate value because clearly you would understand that a 30 day sale value is much different than a 90-100 day sale value, so that's why it's so important that we talk about your motivation when you want this CMA for your home."

Core Advocates:

"You know (name) as we've worked together, it's been such an exciting time there are some things you're going to notice as we go thru this transaction that you're thinking of real estate all the time. Have you ever bought a new car? Driving X down the road... and what do you start to notice... other X's. Your awareness changed. Now that you're in this transaction—you'll be aware of other people in RE transactions. I'm going to count on you to get their contact information and get their info over to me so I can follow-up. "

Referral Follow-up:

"Hey this is (your name) and you were referred to me by (name of referrer) and I just wanted to call and make sure that I connected quickly so I don't let them down. I want to make sure that you have the same great experience that they had so when can we get together and talk about what's really important to you about (selling this house/buying this house/etc.)..."

Email Template Scripts**Are you getting my emails?**

Just checking to make sure you are receiving the emails I've been sending?

Are you getting the updates on new homes?

Hi (name),

I just wanted to send a quick note to see if you were receiving my listing email updates. I know that sometimes they get sent straight to spam so I wanted to make sure they were being delivered to your inbox. Please let me know if I need to make any adjustments in the properties I'm sending to you. I look forward to hearing from you soon.

Offer to look at homes

Would you like to view some properties this week? What day and times work best for you? I am open this weekend and in the evenings during this week.

Inform a past client you've added them to Market Insider

We've added you to our monthly market insider reports that will generate a report with detailed information on sales and listings in your area. If you ever have questions or need clarification please call us!

Leads that received an automated estimate:

"Many times the estimate of your home you received is inaccurate because (insert lead source name)

can't differentiate foreclosures and regular sales, or any seller concessions, or conditional differences, and that a true market analysis is the only way to have any certainty on the sales price of your home."

Property Blast (Email a Listing) Tool:

Note from JT: This is a great tool for getting "deal fell through" listings back on the market and sold quickly. When you have a property that looks like it is falling out of escrow, we use the Property Blast to shoot it out to our database before we re-list it and are having great success selling listings ourselves.

What he types into the comments: "Coming back on the market. 24 hour opportunity to buy it before it hits the MLS."

Hand-Written Notes

Follow-up for an online CMA request:

"Thanks so much for asking for the value on your property. We know that not everyone needs to sell and some people are just curious, but we know at some point everybody does have to sell and the great news is we'll be in business when that happens. We look forward to the opportunity of earning your business over the coming weeks, months and years. Please don't hesitate to call us for anything related to your real estate needs whether it's a Plummer or a price on your house."

Hand Delivery Scripts

Regular Visit:

Note from JT: (Before you arrive) Typically, I leave a message letting them know that I'll be stopping by first if they have a phone or email them the same.

"You registered on our website ([xyz.com](#)) and I'm here to introduce myself and see your home and answer any questions you may have"

Note from JT: Again staying in curiosity of what their goals and wants and needs are rather than my agenda.

HouseValues door-knocking script:

Hey (contact name), I'm Jeremiah Taylor, and you registered on my site earlier HouseValues.com and requested an online CMA and I wanted to swing by so I could take a quick look at the house and give you the most accurate opinion of value possible.

Goofy Visit (alternative to the above):

Note from JT: Depending on the individual, I'll also usually say something goofy to disarm them.

"When you registered on my site you had no idea that someone would come over did you? It's like dominos, but without pizza!"

Gated Guard Strategy

Note from JT: We'll stop by and drop a pizza or a lunch coupon to them once a quarter or so and just stay on their radar as agents that work that area for 3 reasons.

1. If there is a FSBO we want to door knock in the community they let us in

2. *Guards know who is moving in and out and will call you to let you know.*
3. *How many buyers pull up to the gate to "drive through" the neighborhood that they have to turn away, where they'd be happy to have a stack of your cards to hand out? Everyone wants to have a resource and help people.*

"I'm sure that you have people coming up to the gate who want to go in and drive the neighborhood to get info on homes for sale all the time, and it's tough because I know you want to help them, but you can't put your job in jeopardy to do so. As an agent who sells a lot of homes in the neighborhood here, I'll leave you a stack of my cards and you can just give them out and let them know to call me as the neighborhood expert and I'll get them in ASAP to see homes."