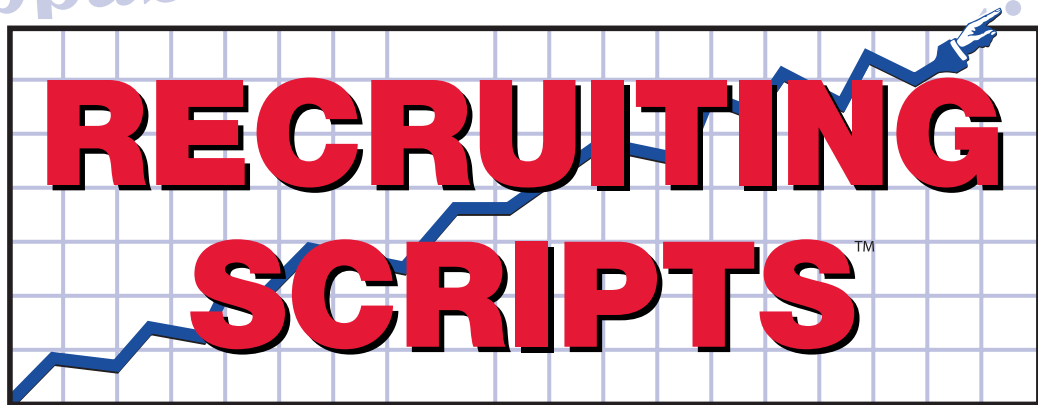


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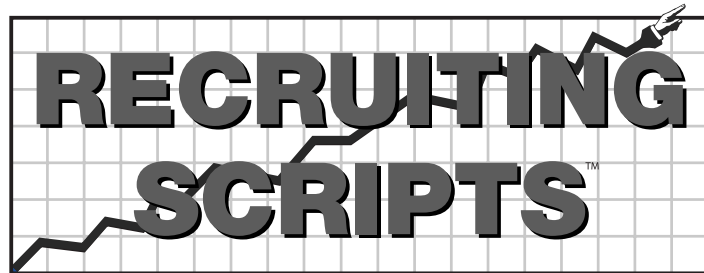
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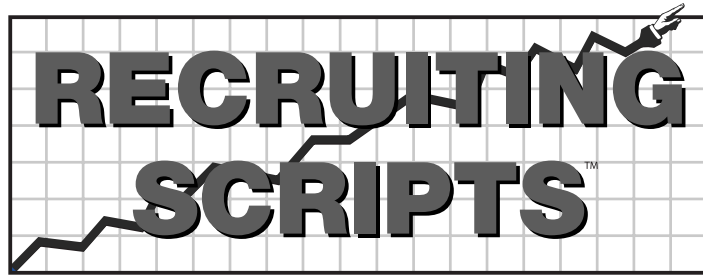


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Pre-Qualifying New Agents

AD Call Script:

Hi, I am calling regarding your ad in the newspaper.

Good, my name is _____ and I am the manager here at _____
(your company).

(OR)

I am the Career Counselor for _____ (your company). Whom am I speaking with?

1. Are you interested in a career in Real Estate sales?
2. Do you have your Real Estate license? (Terrific)
3. Are you currently employed?
4. What do you do?
5. How long have you worked there?
6. Do you have any sales experience?
7. Why are you interested in a career in Real Estate sales? (Great)
8. Are you planning on working full time in the business? (Terrific)
9. If selected when would you be able to start? (Good for you!)

If Career Seminar then:

10. We are having a free Career Seminar next Thursday evening at 7:00 pm. The seminar will be very informative and all your questions will be answered about this exciting and lucrative career. Would you be able to attend? (Fantastic)

11. Where should I send the invitation?

12. I will look forward to meeting you there and speaking with you further.

(I cannot attend the seminar)

13. Have you chosen a company to work for? (Interesting)

14. (If yes) (Great) Who might that be? Why did you decide to go with them? Would you agree that a proper training program is absolutely critical to your success?

15. If I could show you how our proven training system could insure your sales success and get you off to a fast start would you be willing to meet with me to take a look at it? (Terrific)

16. Would _____ or _____ be better?

Career Seminar Script

Hi, my name is _____ it was nice meeting you at our career seminar last Thursday evening.

1. Have you decided if you are going to pursue a career in Real Estate?
2. Do you have your Real Estate license? (Great)
3. Are you currently employed? (Excellent)
4. What do you do?
5. How long have you worked there? (Really)
6. Do you have any sales experience?
7. Why are you interested in a career in Real Estate sales? (Interesting)
8. Are you planning on working full time in the business? If selected, when would you be able to start? (That's exciting)

If you want them: It is important that we get together and discuss your next step. Our proven training system can insure your success and get you off to a fast start. Are you interested in making money sooner rather than later? Which day would be better Monday or Wednesday?

State Licensee or Licensing School Student Script

Hi, this is _____ from _____ (your company).

1. I noticed you have recently applied to take your Real Estate exam. Can I ask you what you plan on doing with your license after you receive it?
(If Real Estate sales) (Great)

1a. Are you going to be making a career change?

2. Are you planning on working full time or part time in the business?

3. Have you chosen a company to work for? (Terrific) (If yes ... go to #6)

4. (If yes) Who might that be? (Interesting)

(If yes)

5. I am curious, why did you decide to go with them? Would you agree that a proper training program is absolutely critical to your success? I'm sure you realize the right company with the right training can make a huge difference in your success.

6. Before you make your final decision, it's critical that we get together and discuss how our proven training system can insure your success and get you off to a fast start. Are you interested in making money sooner rather than later? (Fantastic)

7. Which day would be better Monday or Wednesday?

Newer Agent Prospecting Script (1st 18 months)

Hi, my name is _____ from _____ (your company). I wanted to call and congratulate you on deciding to build a career in Real Estate.

Are you familiar with our _____ training program/system?

The agents completing the training program are having incredible success.

_____ (your agent) has listed _____ homes in their first _____ days and _____ (your agent) sold _____ homes in _____ days.

1. May I ask you how long you've been in the business? (Great)
2. How did you happen to choose the company you're with? (Good)
3. Let me ask you, are you working full time or part time in the business?
4. If I could show you proven systems and programs that would significantly increase your business and income by working smarter, not harder, would you be interested in talking about it? (Fantastic)

When could we get together for 10-15 minutes? Would today at _____ or tomorrow at _____ be better?

Closing Scripts

Standard Close:

If I could show you proven systems and tools that would significantly increase your business and your income in addition to giving you more time and freedom, would you be interested in talking about it?

Would tomorrow at 3:00 or Thursday at 9:00 work better for you?

Benefits Close:

Are you familiar with our _____ program/system? (company benefit)

You know, _____ (Your agent) in our office made an additional \$_____ last year from this one program/system alone!

When can we get together for 20-30 minutes? Would today at _____ or tomorrow at _____ be better?

Mission Statement Close:

I am calling a select few top quality agents such as yourself, who are interested in taking their income to the next level, growing their business and having a better quality of life.

When can we get together for 20-30 minutes? Would today at _____ or tomorrow at _____ be better?

(If no) Who do you know that is interested in taking their income to the next level?

Prospecting Experienced Agents

Cold Call Script:

Hi, my name is _____ from _____ (your company). I am doing a quick survey, calling a few top quality agents such as you to get your input and opinions on some issues. Can I ask you a couple of quick questions? (Great)

1. (If no) When would it be a more convenient time? (I'm not interested in changing companies)
2. I can appreciate that, I'm not asking you to change companies; I just would like your opinion on some Real Estate issues and market conditions. It will just take a couple minutes will that be ok?
3. What changes are you experiencing in today's market? Are you seeing any changes in the consumers' expectations or attitude? (Interesting)
4. What are your concerns about these changes?
5. What is the biggest challenge you are facing in today's changing environment? (Ouch)
6. How are you responding to the challenge? (Really) What do you see as your biggest opportunity in today's market? (Interesting)
7. Do you feel you are positioned to take advantage of these opportunities? (Really)
8. What is your company doing to help you take advantage of these opportunities in today's changing business environment? (Interesting)
9. In your opinion, what type of support do you feel a company should provide to their agents, in order to help them adjust to market changes and opportunities? (Terrific)

What we need to do is get together for 10 minutes and let me show you proven systems and tools that would significantly increase your business and your income, in addition to giving you more time and freedom and help you make more money now. Wouldn't that be great? (Excellent) Would tomorrow at 3:00 or Thursday at 9:00 work better for you?

Company Benefits Phone Script

Hi, my name is _____ from _____ (your company). You have been referred to me by one of our agents. May I take a minute to tell you about an exclusive program that's literally putting thousands of extra dollars in our agents' pockets?

(If no) (Great) When would it be a more convenient time?

(I'm not interested in changing companies) I can appreciate that. I'm not asking you to change companies; I just would like your opinion on some Real Estate issues and market conditions.

It will just take a couple minutes will that be ok? (Fantastic)

1. Which agent referred me? I don't have their name in front of me, my agent either had a transaction with you or met you somewhere and views you as a true Real Estate professional, someone they would like to see work with us.
2. Are you familiar with our _____ program/system? (Your best company benefit) (Interesting)
3. You know, _____ (Your agent) in our office made an additional \$_____ last year from this one program/system alone! Would you be interested in making more money in less time? (Terrific)
4. Let me ask you _____ (the name), what is the biggest challenge you are facing in today's changing Real Estate environment? (Ouch)
5. How are you responding to the challenge? (Really)
6. How is your broker helping you with these challenges?
7. In your opinion, what type of support do you feel a company should provide to their agents in order to help them adjust to market changes? (Good)

If I could show you proven systems, and tools that would significantly increase your business and your income in addition to giving you more time and freedom, would you be interested in talking about it? Would tomorrow at 3:00 or Thursday at 9:00 work better for you?

Co-op Agent Call or Agent Referral Phone Script

(Co-op Call begins here)

Hi, my name is _____ from _____ (your company). I wanted to call and congratulate you for your sale on _____ (street).

(Agent Referral Call begins here)

_____ (Your agent) from our office spoke very highly of you and thought you would be a great asset to our team. We know it takes a great agent to recognize another great agent and we use these referrals to extend invitations to find out more about our company.

1. May I ask you how long you've been in the business? (Great)
2. Have you always been with this company? (Interesting)
3. How did you happen to choose the company you're with? (Good)
4. If I could show you proven systems and programs that could significantly increase your business and income by working smarter not harder, would you be interested in talking about it? (Fantastic)

When could we get together for 10-15 minutes, would today at _____ or tomorrow at _____ be better?

Experienced Agent Appointment Setting Script

Hi my name is _____; I am the office manager at ABC realty. I wanted to ask you if you have heard about our Business Strategy Coaching Program. (Benefit)
(No, Interesting)

You know Joe Smith in our office made an additional \$74,000 this year from this program alone! Would you be interested in making more money in less time?

Objection

I am Happy where I am at... / I am not interested in making a move.

“I can appreciate that, I was assuming that if you were happy where you’re at and didn’t want to move you would have already left.”

Let me ask you, if there was a way to take your income to a whole new level, you didn’t have to work harder, it wasn’t painful, and you didn’t have to move... Would you be interested in talking about it?

(If yes, close for appointment) Great how about today at 2:00?

(If No or “What do you mean I don’t have to move?”)

I specialize in helping agents take their income to new levels and I would like to share with you the ideas and strategies that I am sharing with my agents that is helping them make more money. Worst case you will leave our meeting with some great ideas you can apply in your business! And if you ever decide to make a move hopefully you would consider us. How about today at 2:00?

New Office or New Area – Phone Survey Script

Hi, my name is _____. I am with a (Local/National/Independent) Real Estate Company considering coming to your area and wanted to ask you a few quick questions. Will that be ok?

(If no) (Great) When would it be a more convenient time?

(I'm not interested in changing companies)

I understand, I'm not asking you to change companies; I just would like your opinion on some Real Estate issues and market conditions.

It will just take a couple minutes, will that be ok? (Great)

1. Do you do most of your business strictly in _____ (city, market area)?
2. Are you working more with buyers or sellers? (Terrific)
3. What do you see happening in the market this year? (Interesting)
4. What, if anything about the next year concerns you? (Really)
5. What do you feel is the toughest challenge in _____(city, market area)? (Ouch)
6. In your opinion, what are the top three companies in _____ (city, market area)? (Excellent)
7. Why did you select those three companies? (Interesting)
8. If you were to go to another company, would you choose any of the three you mentioned? Which one? Why? (Great)
9. In your opinion what should the ideal office or company offer their agents? (Get 4-5 ideas) (Perfect)

10. How do you generate your business? (Good for you!)
11. What in your mind, could a company do for you, to assist and support you? (Got it)
12. What services does your company provide to you? (Really)
13. What other services would you like to see them provide? (Wonderful)
14. How do you feel your present company rates to the ideal office on a scale from 1-10?
15. What do you think are the 5 most important things a Real Estate company can do to help their agents to become more successful? (Fantastic)

Thank you very much for your time.

Interviewing New Agents

New Agent Interview Script:

_____ (Candidate's name) based on our conversation on the phone, you said that you currently are employed. Is that correct? (If not ask these same questions past tense)
(Great)

1. Who is your current employer? _____
2. What type of work do you do? _____
3. How long have you been there? (Great) _____
4. What do you like most about your job? _____
5. What do you like least about your job? _____
6. Why do you want to leave? (Interesting) _____
7. What are you currently earning? _____
8. What would you like to earn? (Good for you)
9. How did you decide to select Real Estate as your career? (That's exciting)
10. Why is it important for you to be successful in the Real Estate business? (Terrific)
11. What else is important to you? (Great)
12. Do you know anyone who earns a living with commission sales? (Excellent)
13. Are they successful? In your mind why or why not? (Interesting)
14. How many hours a day will you invest in Real Estate? (Fantastic)

15. What time commitment do you feel will be necessary to achieve your income goals?
(I see)
16. How long can you last with your current cash reserves? _____
17. How many weekends will you invest per month in Real Estate? (Terrific)
18. What barriers do you see? How will you handle them? (Interesting)
19. Are you willing to prospect your sphere of influence? (Good)
20. Are you willing to learn scripts and rehearse them? (Good)
21. Is your family comfortable with the irregular hours of Real Estate? (Perfect)
22. Are you willing to make cold calls and door knock? (I see)
23. How do you see yourself contributing to our office? (That's exciting)
24. What actions would you take to come aboard? (Great)
25. When will you be ready to start your Real Estate career? (Fantastic)

All we need to do now is set an appointment so I can help you get what you want in the time you want. Won't that be great!

Which would be better for you _____ at _____ or _____ at _____ ?

Optional Questions To Ask A New Agent Candidate:

What is your typical day like?

What growth opportunities do you have at your company? (Great)

Are you interested in them? Why have you decided not to go after them?

What are your strengths? Weaknesses? (Ouch)

Why do you want to work here? (Really)

What are your short term, 12-month goals? (Excellent)

What are your long term, 5-year goals? (Terrific)

What do you think of your present boss?

What made you answer my ad? (Perfect)

What do you like and dislike about people? (Interesting)

What things have given you pride of accomplishment? (Good for you)

Tell me about your success and failures?

What was your income during the last three years?

How much do you expect to make in Real Estate in your first, second and third year?
If I could show you proven systems and tools that would get you to these goals would you be interested in talking about it? (Great)

Would today at _____ or tomorrow at _____ be better?

Experienced Agent Interview Script

_____ (Agent's name), I appreciate you taking the time from your busy schedule to get together. Is it safe to assume that we are here to learn a little bit about each other? Great, my goal by the end of our meeting today is to find out if we can help each other. The only way we can find out if we are a match is for you to tell me about your business, and share with me what is important to you. Fair enough? (Excellent)

1. How long have you been in the business? (Good)
2. What did you do prior to Real Estate? (Interesting)
3. Why did you get into Real Estate? (Good for you)
4. Which of our agents do you know? (Great)
5. What do you see as your biggest challenge in the market today? (Ouch)
6. How are you dealing with those challenges? (Really)
7. How is your current broker helping you with those challenges? (Interesting)
8. What do you like most about your current office environment? (Terrific)
9. What do you like least? (Ouch)
10. If you could create the perfect office environment what would that look like? (Fantastic)
11. What do you know about our company? (Great)
12. How much money did you make last year? And what are you on track to make this year? (Good)
- 12a. Where do you want to take your business? (I see)
- 12b. When you get there, how will it change your life?

13. How far along are you in reaching your goal? (Really)
14. How do you see yourself getting there? (That's exciting)
15. Where do you want to be in 1, 2, 3 years? (Wow)
16. How did you do the last 2 to 3 years? (I see)
17. Will you have to change the manner in which you do your business to achieve your goal? (Terrific)
18. What type of activities do you think you are going to have to do, in order to reach your goal? (Excellent)
19. Why is reaching your goal so important to you? (Good for you)
20. Do you feel you have the tools at your current company to get there? (Great)
21. What support systems or coaching does your company have available for you? (Really)
22. Are you using technology? Do you have an assistant? (Good)
23. In your mind is there anything a company could do to assist you? What would that be? (Interesting)
24. How do you generally get your business? What percentage of your business comes from buyers vs. listings? (I see)
25. Do you prospect a geographic area? (Good)
26. Tell me about your past clients. Are you marketing to them? How often? (Fantastic)
27. What pieces are you sending out in your geographic area? (Great)
28. How often are you door knocking or warm calling the area? (Good for you)
29. Do you work expirds, FSBO's, or cold call? (Perfect)

Closing Dialogue at Meeting #1

_____, I have really enjoyed the opportunity to get to know you today and find out what is important to you and your business. _____, I have taken extensive notes and would like to review my notes and formulate a business strategy for you, I have some great ideas I would like to share with you that will impact your income immediately! Why don't we get together tomorrow at _____ and I will share these ideas with you!

5 Steps to closing at the 2nd interview

1. Present a company benefit.
2. Provide evidence - Agent testimonial.
3. Ask them if they see value in it.
4. Ask the recruit how they would use this benefit in their business. How do you see yourself benefiting from this? (They are then selling themselves.)
5. Quantify conservatively how many additional transactions in the next 12 months do you see yourself doing with this benefit?

(Present your benefits, why do your agents stay at your office? What does that mean to the candidate?) (Present at least 5 benefits) Example:

1. Let me share briefly a few key benefits we offer agents and the many systems and tools our agents are using to significantly impact their income.
2. Advanced Sales Training - Our advanced sales training will give you the competitive edge. Our agents on an average do ten more deals a year per associate, than our competition. Ten more deals a year will give you an extra \$50,000 this year alone!
3. Administrative or Marketing assistance provided.

(Attach a monetary value to each benefit) Example:

1. You mentioned you were considering hiring an assistant. Were you aware that at our company we provide administrative and marketing assistance to our agents?
2. Do you see that being a benefit to you? How do you see it being a benefit to you?
(Great)
3. Would it be safe to say, if you didn't have to hire an assistant, this one benefit alone could save you \$20,000 - \$40,000 this year; as well as, freeing you up which will allow you to be even more productive with your time?
4. Lets get started

Closing Experienced Agents

1. You mentioned at our last meeting you wanted to grow your business from _____ million to _____ million. (Excellent)
2. How do you see yourself doing that at your current company? By just working harder? (Really)
3. Based on all these benefits, tools and systems, we have spoken about, you acknowledged that you see yourself having an extra _____ transactions at our company with out working any harder. Is that correct? (That's exciting)
4. Those 10 transactions based on your average price would yield you an extra \$_____ this year! You can't afford not to join our team. It's costing you money not being here. (Wouldn't you agree?)
5. I think you would also agree from what you have seen, not only will you make more money, and grow your business, but have a better quality of life in the process. Won't that be great?
6. Would you like to see where your desk/office would be? (Perfect)
7. How soon will you be ready to start? (Excellent)
8. In your mind what needs to take place to expedite a comfortable and smooth transition? (Fantastic)

Objection Handling: New and Experienced Agents

“I’m not ready”

No problem, I wouldn’t want you to do something you're not ready for. What additional concerns do you have? (Really)

If you were ready, what would have to happen to make you feel comfortable at making the move now? (Great)

If I can resolve those concerns will you be ready to make the move right away? (Excellent)

(If no) No problem, may I ask, what other concerns do you have? (Interesting)

“I have to close my deals”

I understand, You don’t want to incur any monetary loss in making a move. Let me ask you, when are your transactions closing? (Great)

Are they listings or buyer escrows? How many do you currently have open? (Good for you)

Have you reviewed your independent contractor agreement with regards to, leaving the company when an agent has open transactions? What does it say? (Really)

We are not interested in making money off your existing business. We are in this for the long run. Are you interested in building a successful future together? I don’t want cost or loss of business to stand in the way of a good business decision. You know you need to be here. Let’s figure out a way to make this happen now and get you what you want in the time you want. Won’t that be great?

“It's bad timing, I have too much business”

An agent of your caliber is always busy, there is never going to be a good time to make a move; generally agents in transition begin to wind down their business before they make a move.

This could end up costing you thousands in lost production. Not something you want to see happen to you, right?

I will have your transition set up so you will hit the ground running. Wouldn't that be great?

In fact _____ (Your agent) who just recently joined us increased his/her production immediately after coming aboard. Isn't that exciting?

We sent out two mailings to all of his/her target market area and past clients. _____ (Your agent) picked up 3 extra transactions the very first month. Can you see how that could also work for you? Excellent!

The time to leave is when you are on top. Let's do it now!

_____ (Name), let's go through the paperwork.

“Commissions’ Objections”

I don't want money to be the only reason you don't come over.

I'm curious ... what's more important to you ... a higher commission split, or actually putting more money in your pocket?

Let's break down the extra income you acknowledge you will earn here along with your business expense savings and convert those dollars into how much actual extra money you would earn.

As you can see with our company you will actually be earning more personal income. Isn't that what you want? Great, all we need to do now is simply sign the contract so I can help you get what you want in the time you want. Won't that be great?

“My broker promised to fix the problems and increased my split”

Great, let me ask you how has he handled your concerns in the past? (Ouch)

Why do you think it has taken this event of you moving, for him to pay attention to your concerns? (I agree)

How much time will you give him to take care of these problems? (Interesting)

Based on your past experience with him do you really think he is going to change long term or is this just a quick fix out of desperation? (Really)

Can you really afford to wait?

Let’s sign the paperwork and get you on the way today to earning more money in less time.

_____, sign the contract.

Termination Letter

Date

Dear (Broker/Owner),

Thank you for your support and encouragement over the years. Since the beginning of my career, I have learned the values of professionalism and integrity through the training, support and daily activities of the firm. I am truly grateful for the experience of working with you.

I have made my decision to move my business to a new location and to affiliate with ABC Real Estate.

I am looking forward to cooperating with you and the firm. I see this as an extension of my business growth. Thank you in advance for your help in facilitating a timely transfer of my license.

Respectfully,

Experienced Agent Letters

Dear _____,

How is it possible to increase your commission? It's easier than you think!

Networking with the other agents in our office is the best source of inspiration and enthusiasm we need to increase our business. The support and exchange of ideas can be just what is needed to give your career a boost!

Here at _____ (Your Company), we come together to help each other succeed, join our team and enjoy increased commissions this year!

Respectfully,

Dear _____,

Too comfortable, feeling complacent or stuck? Is your business in need of being re-vitalized? If you have said Yes! to any of these questions, then perhaps you need some new ways to do more business-smarter!

At _____ (Your Company), we take the path of least resistance. We want to expand and improve our business. I invite you to join us in learning new ways to improve your results!

Continuous learning is part of our business strategy!

Energize your career by considering a change today!

Respectfully,

Changing Industry

Dear _____,

In the next few years, we will not recognize the Real Estate industry as we know it today. The changes can be scary but very exciting as well.

Have you considered how the changes will affect you? Questions you must ask yourself: Is your company keeping up with the changes? Do they provide you the tools necessary to excel? Perhaps a change is required for you to maintain and grow your income level?

At _____(Your Company) we are compelled to stay on the forefront of the industry. Our sales team is provided with the finest facilities, cutting edge technology and outstanding support systems.

Our success is a direct result of our ability to foresee the future and get there first! Our systems and business plan position our sales team to do more business – and that means greater income potential – today and in the future.

Let's get together soon and discuss your future!

Respectfully,

Impressive Performance

Dear _____,

Congratulations on being a leader in the Real Estate industry! I have a copy of your press release that I clipped for you from this morning's newspaper.

It takes determination, organization and courage to be successful in this business and I applaud your achievements.

Respectfully,

Expansion

Dear _____,

Due to the overwhelming growth in the Real Estate community in your area, _____ (Your Company) has made a commitment to expand our company in your marketplace.

_____ (Your Company) provides a unique package of services and benefits which have proven to be highly effective to our sales team in increasing their sales and supporting their professional goals.

We would very much like to confidentially discuss your specific needs and how we can help you achieve your career aspirations and improve your quality of life.

I can be reached at (phone #), ext. (#)

I look forward to talking to you soon.

Sincerely,

Transitions

Dear _____,

Welcome to the team!

I am really glad that you have decided to come aboard. I am sure you have concerns regarding the transition, but allow me to assure you that we are prepared to assist you in every possible way. Quickly you will be up and running and you will know that you have made the right choice.

_____ (Agent's Name), I want to meet with you as soon as you are settled in and ready to get to work. Of course, we will need a photo and some information from you so we can arrange for a press release. We will also put together a personal brochure for mailing to your farm area and past clients. My administrative assistant will be able to help you with database information as well as any other needs you may have.

We have a great team here at _____ (Your Company) and I am looking forward to introducing you, and I know the people in the office are very excited to have you join us. This is a terrific office and I know you are going to feel at home.

See you soon!

Respectfully,



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