

Conversion Scripts That Work!



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1

KEYS TO REAL ESTATE SUCCESS?



Your Mindset
Your Skill Set
Your Daily Actions

2

YOUR DATABASE

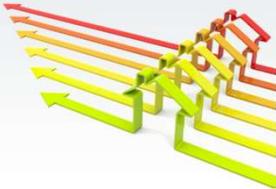
- FORD
- SOCRATIC SELLING
- PAIN AND PLEASURE
- ADDING PEOPLE

3

People like to work with people they

● ● ● ● ●

Know
Like
Trust



4

Working with Today's Buyer/Sellers

Each American knows on average
how many REALTORS®?



5

MAGIC PHRASES

- Tell me more about that.
- Custom web portal link
- Do you know what LPSP means in real estate?

6

DELIVERING A.....

- Repeated message to your target market can help create top of mind awareness.

7

Mining Your Database



The foundation of your business!

8

PERMISSION BASED MARKETING

- “We serve our friends and clients by suggesting tips on maintenance, finance, tax and other things that will make you a better homeowner. It is sent weekly by email and we’d like to add you to the list. People find it very helpful and look forward to it. And of course, if you change your mind, you can unsubscribe at anytime.”

9

PERMISSION BASED MARKETING

- “What email address do you check most often?”

OR

“ Let me verify I have your current/correct email address”

10

Qualifying the Buyer

Determining a Buyer’s Motivation to Buy

“On a scale of 1-10, with 1 being just curious/looking around to 10 being we’re ready to go, we’d like to buy a house today; where would you put yourself?”

11

- “What would have to happen for you to be a 10?”
- “Tell me more about that.....”
- “Is there anything else?”

12

FOUR CRITICAL QUESTIONS

- 1. How long have you been looking?
- 2. How soon do you want to move?
- 3. Will you be paying cash or have you arranged financing?
- 4. If you find the perfect home today, what would you do?

13

Educating and Counseling the Buyer

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Conducting a Buyer Education Session

- Have a system
- People are visual

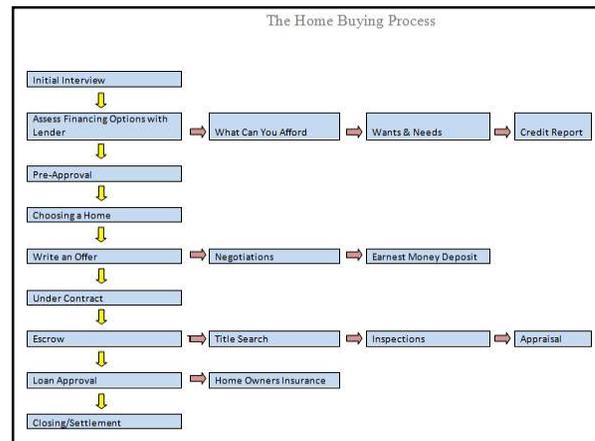


14

SPEAK YOUR VALUE

■ “My goal is to help you find the right home and make the move as smooth as possible. I will work to maximize your purchasing power, negotiate from a position of strength and try to eliminate any surprises along the way. How does that sound?”

15



16

SHOWING HOMES

■ “Don’t be surprised if the first home we see is the one you want to buy. The reason I tell you this is if you are good at telling me what you want and I LISTEN to what you want I should be able to take you right to it if it exists.”

17

The Buying Process

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Developing and Maintaining Value and Trust



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PHONE CALL SCRIPTS

- Thank you for calling on ...123 Main Street... Did you drive by it or see it online?
- What was it about that property that attracted your attention?

19

SCRIPTS

- **Definitely call me first when you see a property that interests you. That way I can provide you with information on recent sales and represent your best interest. In most cases we can determine what the owner paid. I can help you purchase the home at the best possible price and terms and negotiate on your behalf.**

20

Working with Sellers

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Scripts and Systems for Sellers



21

Listing Intake Form	Listing Intake Form
Seller(s) Name: _____ Date: _____	How much do you owe? _____
Address: _____	1 st Mortgage: Mortgage holder _____
Home Phone: _____ Work Phone: _____ Cell Phone: _____	Loan number _____ Phone number _____
Email Address: _____	Approximate balance \$ _____
How did you lose it? _____	2 nd Mortgage: _____
How many Realtors® will you be interviewing? _____	
What are you looking for in a Realtor®? _____	What do you think the property is worth? _____
Property Information	Have you spoken to your CPA about tax implications? _____
Property Address: _____	Have you had the property on the market before? _____
Description of Home: _____	Average water bill per month: _____
Square Feet: _____ Bedrooms: _____	Average electric bill per month: _____
Type: _____ Baths: _____	Average gas bill per month: _____
Lot Size: _____ Garage: _____	Schools: Elementary _____
Year Built: _____ Basement: _____	Middle: _____
Stories: _____ Fireplace: _____	High: _____
HOA dues? _____ Amount: _____ What is covered? _____	Age of the following: _____
Any improvements made: _____	Roof: _____
Any repairs that need to be made: _____	Hot water tank: _____
What do you love most about this house/neighborhood? _____	

22

Chandra's POD

- "That's a great question. I find sellers hire me because they benefit from my 25 years of experience and they know I will lead them through a proven and systematic process to maximize their value and minimize their stress."
- "What's most important to you?"

23

Don't use the word

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Commission



24

Are you more concerned...

With what you net from the sale or what you invest in your REALTOR®?

25

SAY TO ALL BUYERS AND SELLERS

I provide You decide

26

TALK POSITIONING NOT JUST PRICE

27

DURING PROPERTY TOUR WITH SELLER

- "I noticed _____"
- "What are your thoughts about that?"

28

SELLER SYSTEMS

- "Would it be valuable to you.....?"
- "We want to avoid the three S's at all costs....."
- Need to do and Nice to do chart

29

SPEAK YOUR VALUE

- "My goal is to help get your home sold, make the move as smooth as possible and get you where you want to go on time. I will work to maximize your selling power, negotiate from a position of strength and try to eliminate any surprises along the way. How does that sound?"

30

“Underwhelm Yourself”

Small
steps=big
success

31

Thank you for attending!

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32