



Dedicated to those who dare to dream...

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All scripts and dialogues are sourced from experienced agents and proven techniques. This book is compiled from years of experience in the field working with buyers, sellers and investors. It should be used as a reference point for all communications. The biggest problem an agent will encounter is not knowing what to say in situations they are faced with every day.

By memorizing, internalizing and personalizing these scripts you will arm yourself with the necessary tools to navigate the most common situations you can expect to encounter.

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THE PURPOSE

The purpose of “Scripts and Dialogues” is to give you the words to say as you need them. Trying to come up with a witty comeback or response in the heat of the moment usually leads to disaster. By learning these scripts and dialogues you will have at your fingertips the approaches, responses, and general communication skills needed to be an Elite Agent. Your dedication to learning them and understanding how to deliver them is key to successful dialogue.

When speaking with a perspective client you should always have a purpose or desired result. Your actions, body language, and words you say should bring you one step closer to closing the deal, making the appointment, obtaining someones contact information, gaining a referral, or establishing a timeframe for doing business.

Stay focused and enjoy the process, always work with your prospects best interests, listen and understand you are the REALTOR®, Consultant and Friend.

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*Deserve the results you desire.
Your daily actions will dictate
your success. Anyone can do it,
not everyone will.*

*It's in the decisions we make
and the actions we take!*

Sphere Introduction

Hi _____. This is _____.

As you may know, I recently took a position with West Shores Realty in..._____.

My marketing department just sent me a draft of our agency guide and what I offer as a REALTOR®. It has some really good information and I think they did a great job... But I would love a second opinion.

Do you have 15 minutes to grab a cup of coffee and take a look at it with me?

What works best for you?

_____ or _____

Door Knocking

Just Sold

Hi, I'm _____ with West Shores Realty how are you today?

I'm stopping by to let you know your neighbours home at _____ just Sold... Did you hear about that?

I was curious... What thoughts have you had of selling?

I have a Buyer

Hi, I'm _____ with West Shores Realty how are you today?

I represent some clients looking to move into the area and there is very little available. Do you know of anyone who may be thinking of selling?

How about yourself... What thoughts have you had of selling?

Response

(If Yes) **Wonderful... I know our clients would be interested in seeing a property like this...**

***When you sell where would you be going?**

***What price would you like to get?**

***When would you like to get started?**

(If No) Thanks for giving it some thought... If you ever change your mind... here's my information. It was nice to meet you, have a nice day.

Just Listed

Hello _____. This is _____, with West Shores Realty.

I'm calling today to let you know about a new Listing in your neighborhood at _____ and I thought you should be the first to know.

It's listed at \$_____, has ____ bedrooms, ____ baths and is about _____ sq. ft.

I was wondering if you know of anyone who is looking to buy or sell in the area? () Repeat and affirm. Thank You.

If yes...Perfect, are they buying or selling? Okay great, do you have their name and number?..... **Since I have you on the phone have you ever thought of selling your home?**

If no... **Since I have you on the phone have you ever thought of selling your home?**

If yes...Perfect, our brokerage has an 18-Step Selling System, that will get you top dollar for your home in the shortest amount of time. We have a guarantee that if we don't sell your home in 30 Days you can cancel the listing at any time. Let's do this, let's schedule a time for us to meet so I can evaluate your property and present our 18-Step Selling System.

Are you available to meet in the next couple days? Is Morning or Afternoon better for you? I have 10am or 2pm open...MAKE APPOINTMENT!!!! (get email address to email appointment confirmation)

If no... okay I totally understand... May I ask, are you currently in your dream home?....*if no...*then what does your dream home look like?

(let the client explain)

That sounds great! Now I know you mentioned you were not interested in selling but it sounds to me that you would be a seller if the price was right and you got into your dream home? At what price would you be a seller?

(let the client explain)

Well that may be possible at some point. Let's do this, let's meet so I can do a property evaluation and share with you our brokerage's 18-Step Selling System that will get you top dollar for your home in the shortest amount of time. I will also take the time to show you some "dream home" listings that would work for you based on what we discussed.

Are you available to meet in the next couple days? Is Morning or Afternoon better for you? I have 10am or 2pm open...MAKE APPOINTMENT!!!! (get email address to email appointment confirmation)

Just SOLD!

Hello _____. This is _____, with West Shores Realty.

I'm calling today to let you know we JUST SOLD A property in your neighborhood at _____ and I thought you should be the first to know.

It Sold for \$_____ had ____ bedrooms, ____ baths and was about _____ sq ft. We know once one property sells usually 2 or 3 more will sell very quickly.

I was wondering if you know of anyone who is looking to buy or sell in the area? () Repeat and affirm. Thank You.

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Hot Market

Hello _____. This is _____, with West Shores Realty.

I was calling to give you a quick update on the Real Estate Market in the area. Being a homeowner I thought you would be interested.

_____ homes Sold in the past 90 days for close to if not over asking price. Were you aware of the activity in your neighborhood? Well, we know with this type of activity 2 or 3 more houses are likely to sell very quickly.

I was wondering if you know of anyone who is looking to buy or sell in the area? () Repeat and affirm. Thank You.

If yes...Perfect, are they buying or selling? Okay great, do you have their name and number?..... **Since I have you on the phone have you ever thought of selling your home?**

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(let the client explain)

That sounds great, now I know you mentioned you were not interested in selling but it sounds to me that you would be a seller if the price was right and you got into your dream home? At what price would you be a seller?

(let the client explain)

Well, that may be possible at some point. Let's do this, let's meet so I can do a property evaluation and share with you our brokerage's 18-Step Selling System that will get you top dollar for your home in the shortest amount of time. I will also take the time to show you some "dream home" listings that would work for you based on what we discussed.

Are you available to meet in the next couple days? Is Morning or Afternoon better for you? I have 10am or 2pm open...MAKE APPOINTMENT!!!!** (get email address to email appointment confirmation)**

Expired

Hi _____. This is _____ with

West Shores Realty, I am a REALTOR in the area.

My Records indicate your house was For Sale and left the Market UNSOLD is that true?

_____, the reason for my call is... I specialize in helping people who've had their home for sale but where unsuccessful.

What do you think could have been differently to get your property SOLD?

I do business very different than most other agents... It virtually guarantees two things:

Your home will Sell this time around... and number two...

You will net more money bottom line than you would have before.

Would you say that is definitely what you're looking for this time?

_____, let's do this.... I'll drop by and take a look at the property. This way you can put a face to the name. I'll bring my marketing material for you to take a look at and we can discuss a marketing campaign we will use to get your Home SOLD!

Does this week work for you?

Morning or Afternoon?

Would you like to see what has Sold while your property was on the market?

Expired I Have a Buyer

Hi _____ . This is _____
with West Shores Realty.

I noticed your property was on the market back in
_____ and left the market Un-Sold?

Is that true?

We are currently working with a buyer that is looking for
a property just like yours.

Are you still interested in selling?

***If No...If I could get you the price you want with very
little hassle of showings and staging would you be
interested in selling?***

If Yes...Let's do this... let's get together so I can take a
look at your property and confirm it is one the buyer
would be interested in and then I will set up a time for
them to come by and tour it with me.

Does mornings or afternoons work better for you?

Great, see you at:



For Sale by Owner

Hi I'm calling about your house for sale.

Is it still available?

This is _____ with West Shores Realty.

Is this _____?

I'm calling because I work with a lot of buyers and sellers in the area and wanted to know if there was anything I could do to help you get this property SOLD?

Bring me a buyer: excellent... bring you a buyer, luckily that's what I do for a living! So if I brought you a buyer... you're willing to pay a buyer's commission?

How much longer are you going to try to sell this property on your own, before you decide to explore other options?

When you sell this house, where are you going next?

How soon do you want to be there?

So why did you decide to make the move?

Now (first name), on a scale of 1-10 how would you rate your motivation to sell the house at this time?

How are you marketing the home to potential buyers?

Why did you decide to market the house yourself instead of hiring a professional agent?

How did you determine the price you are asking? And do you have any flexibility on the price or are you firm?

[name], If I could get your home sold at top-dollar in a time frame you were comfortable with, is that something you would be excited about?

And if I could help you make it happen, that would be OK with you, right?

Then when would be the best time we could get together and discuss how we can make that happen? Would Wednesday at 4:15 or Thursday at 4:15 be better?

Open House Invitation

Hello _____. This is _____, with West Shores Realty.

I was calling today to let you know about an Open House in your neighborhood at _____ and since you are a neighbor, I thought you should be the first to know.

We will be holding it on _____ from _____ to _____. Are you available to come by and take a look at it?

If Yes: Great, we will see you there.

If No: That's ok, we can let you know about the next one.

By the way I was wondering if you know of anyone who is looking to buy or sell in the area?

If yes...Perfect, are they buying or selling? Okay great, do you have their name and number?..... **Since I have you on the phone have you ever thought of selling your home?**

If no... **Since I have you on the phone have you ever thought of selling your home?**

If yes...Perfect, our brokerage has an 18-Step Selling System, that will get you top dollar for your home in the shortest amount of time. We have a guarantee that if we don't sell your home in 30 Days you can cancel the listing at any time. Let's do this, let's schedule a time for us to meet so I can evaluate your property and present our 18-Step Selling System.

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(let the client explain)

That sounds great! Now I know you mentioned you were not interested in selling but it sounds to me that you would be a seller if the price was right and you got into your dream home? At what price would you be a seller?

(let the client explain)

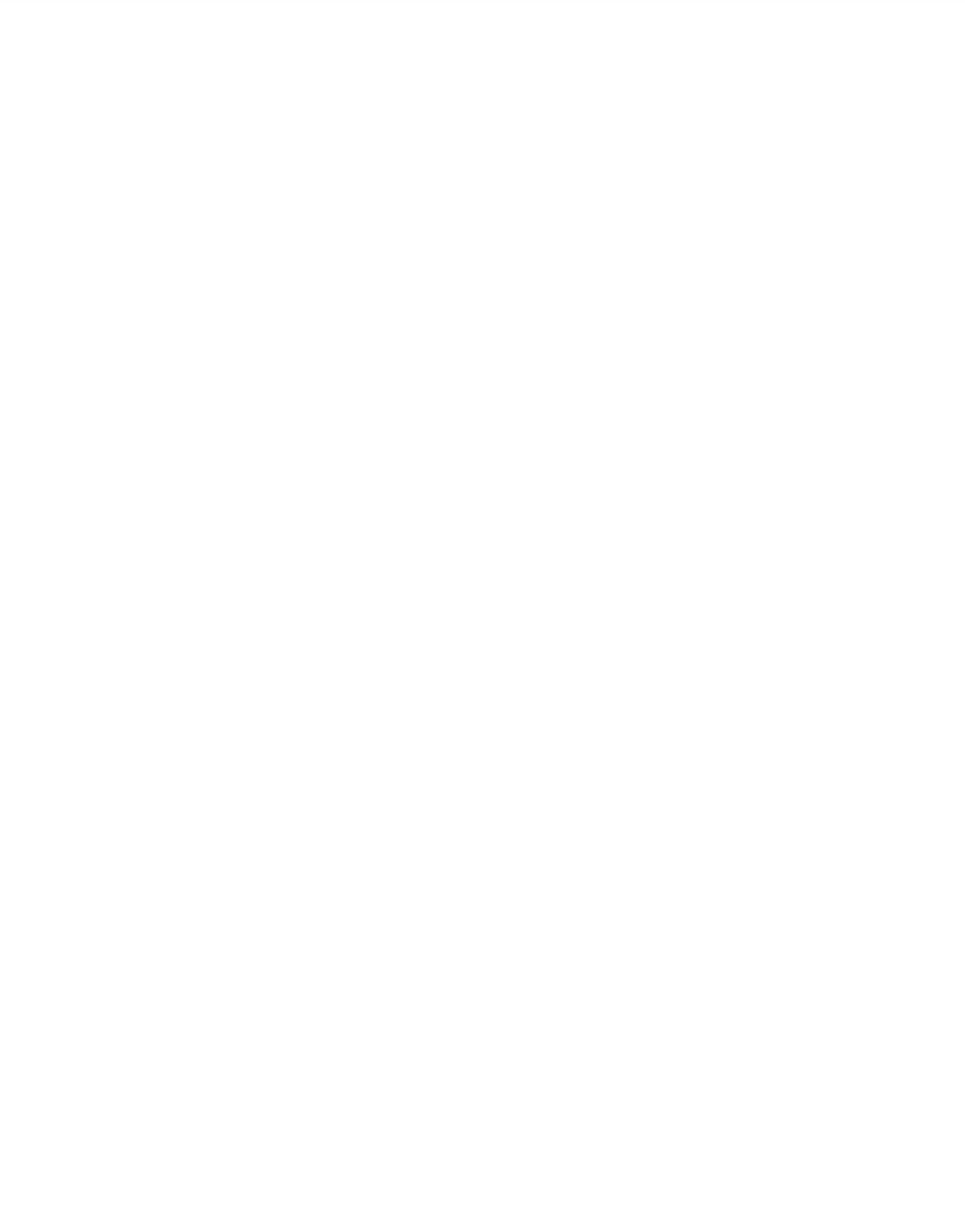
Well that may be possible at some point. Let's do this, let's meet so I can do a property evaluation and share with you our brokerage's 18-Step Selling System that will get you top dollar for your home in the shortest amount of time. I will also take the time to show you some "dream home" listings that would work for you based on what we discussed.

Are you available to meet in the next couple days? Is Morning or Afternoon better for you? I have 10am or 2pm open...MAKE APPOINTMENT!!!! (get email address to email appointment confirmation)

3 Magic Questions

These are three questions you can ask anyone at an Open House or property viewing to create conversation and rapport. Ask them sincerely and listen to your prospects answers.

- 1.** How did you hear about us?
- 2.** Where are you from?
- 3.** How long have you been looking?



10 Powerful Closes

- 1.** If you could get what you want for this property in the next 30 days would you sell it?
- 2.** If you were absolutely sure... you could sell this property... would you sell it?
- 3.** You put this home on the market because you wanted to sell it. Have your plans changed on why you were selling or did your plans change because it did not sell?
- 4.** It will take 15 minutes for us to review my 18-Point Selling System and demonstrate how we continue to sell properties in the shortest time possible for the most money available. Wouldn't you agree that would be worth 15 minutes of your time?
- 5.** If you had a proven plan that would net you top dollar for your property today would you use it?

- 6.** At what price would you consider selling?
- 7.** I wouldn't be doing my job if I didn't ask you one more time to get together and discuss selling this property.
- 8.** You said you had to be moved within the next ___ days based on the time it takes to get a property on the market properly exposed and SOLD... we need to get together as soon as possible. Are you ready to take action?
- 9.** How long have you lived at this property? How long have you thought about selling this property? Are you going to let another selling cycle pass you by or are you going to take action and do it this time?
- 10.** Let's get together and discuss my 18-Point Selling System.
What works best for you, today or tomorrow... morning or afternoon?

Response Techniques

The Feel, Felt, Found Response.

I understand how you **Feel...**

Many of the clients I have worked with have **Felt** the same.

After _____ *(Insert the decision or action taken)* _____.

They **Found** _____ *(Insert desired result)* _____
_____.

The R.A.N. Technique.

*** Repeat**

*** Affirm**

*** Narrow**

Example:

We want to cut your commission.

“You want me to cut my commission. I can understand your concern. Is this the only thing standing between you making a decision tonight?”

12 Objection Handlers

I have a friend in the business.

I get it... Almost everyone knows someone in the business. Let me ask you... do you absolutely need to sell this property or are you simply looking to do your friend a favor?

You haven't Sold any homes in the area.

I can appreciate that... There is an obvious reason you will hire me to sell this property. My company has created an 18-Point Selling System that virtually guarantees you sell your property within 30 days or we are willing to cancel the listing.

What do you do to sell homes?

That is a valid question... my company has created an 18-Point Selling System that virtually guarantees you sell your property within 30 days or we are willing to cancel the listing.

Let's list high... we can always come down later.

I understand your desire to leave room for negotiation. Have you considered the problem this creates for you? Most people won't even look at an overpriced home in today's market. Would you rather have a bidding war or no offers at all?

We never heard of your company.

I understand your concern... I think you realize a company doesn't sell a property, it is the individual agent's activities and dedication that sells a house.

We can save the commission and sell ourselves.

This is true you could save the commission but as a REALTOR my job is to limit your liability, maximize your exposure, and sell your property at top dollar. While you do what you're best at... I will do what I am best at and in the end I'm sure you will net more money.

Will you lower your commission?

So you're asking me how much it will cost to sell this property and if am I flexible on that right? What is more important to you? The commission you pay or the money you net from the sale?

We are going to wait.

Wow, it sounds like you are truly frustrated with the process, am I right? I totally understand your desire to sit out for a while but you did want to sell this property, right? If I could show you a way to get that done in 30 days would you be interested?

We are re-listing with the same agent?

The Same agent? I respect your loyalty
Out of curiosity, when you spoke with the agent about re-listing your home, what new strategies did they present this time that they didn't already try? I have an 18-Point Sales system that virtually guarantees your home sold within the next 30 days.

How did you get my number?

I have a marketing department that cross-references property owners with public information and provides this information to me.

We need to think about it.

Fantastic! So you still have some questions about why you should hire me to sell your home. Before I let you go... Are there any concerns you can think of that I may clarify?

We already have an appointment with another agent.

Fantastic! My goal is to get this property Sold! I am sure you will agree it is best to get a second opinion. Let's sit down for a few minutes so I can show you my 18-Point Selling System that virtually guarantees your home Sold within 30 days.

25 Ways to Get a Listing

- 1.** Friends and Family, ex-Coworkers.
- 2.** Past Clients.
- 3.** Expired Listings
- 4.** Just Sold/Just Listed Farm
- 5.** Geographic Farming
- 6.** For Sale by Owners/Zillow Make Me Move
- 7.** Probate attorneys
- 8.** Divorce attorneys
- 9.** Local Networking Groups
- 10.** Open Houses
- 11.** Working with Buyers
- 12.** Contacting Local Builders
- 13.** Door Knocking

- 14.** Direct Mail Campaigns
- 15.** Advertising/Social Media
- 16.** Create and Publish Video's
- 17.** Absentee Owners
- 18.** Relocation Companies
- 19.** Distressed Properties/Short Sales
- 20.** Previous Open House Attendees
- 21.** E-Mail/Slide Dial/Slide Text Campaigns
- 22.** Attend Phone Clinics and Call
- 23.** Contact for Rent Ads
- 24.** Moving Sale or Estate Sales



25. *Follow Up, Follow Up, Follow Up!!!*

Pre-Foreclosure

Hi, _____,. This is _____ with West Shores Realty. I am sure you are getting a lot of calls so I will keep this brief. I am calling because county records indicate the bank has started the foreclosure process. Are you looking to sell or are you planning to bring your mortgage current and stay in the home?

Do you currently have an agent representing you?
(If yes... Great, I'll update my records. Thanks)

If No...

Great, I am calling because I know that the times are difficult and most people in your position are unaware there are opportunities and options available to them, so I want to help you before the bank tries to foreclose on the property.

There may be enough equity in the property to sell it at market rate, get you out of this debt and possibly into something else. If not at least a rental and save your credit.

Option 2. Would be to explore a Short Sale. This is another way for you to save the property from foreclosure and help you move on.

Either way you have options.

Have you made any attempts to sell the property?

Have you contacted the bank and tried any work out options?

Have you had any contact with the Lender regarding the home status?

I have other appointments in your area both _____ and _____. Let's take a look at the property, and see what we can do to work together... or not work together... either way is fine - sound good? Will both you and your wife be there?

Thank you, I am looking forward to meeting with you on _____ at _____

Voice Mails and Phone Messages

Outgoing/ Business Voicemail:

Hi you've reached _____ with West Shores Realty. Your call is very important. Please leave a detailed message followed by your name and phone number and I will call you back as soon as possible. Thank you for reaching out and I look forward to speaking with you soon.

Phone Message for Client Follow Up:

Hi _____. This is _____ with West Shores Realty. I am circling back with the information we discussed. Please call me when you are free to talk and we will go over the details. Thanks and I look forward to speaking with you soon.

Phone Message for Expired:

Hi... This is _____ with West Shores Realty. I am calling about the property you recently had for sale. If you are still interested in selling, please call me at _____ or visit my website at [www. _____](http://www._____) . Thank you and I look forward to speaking with you soon.

18-Point Sales System

Pre-Market

Price property Strategically to Sell!

Help prepare property for market with suggested updates and staging.

Provide professional photography, videography and 3-D tour technology.

Post and promote Coming Soon for up to 21 days of pre-marketing on social media, office, and public websites.

Direct mail campaign to neighbors and prospective buyers.

Release to MLS Tuesday or Wednesday morning of Launch Week.

On-Market

Schedule Open House event including neighbors only preview party or Hold Virtual Open House.

Knock on 100-200 doors or drop flyers to neighborhood.

E-Mail Blast to personal and professional network with announcements, photos, and videos.

Social Media Blast content daily and promotion to strategic demographics.

Brokers Open tour in person or Virtual Online.

Neighbors-only Preview Party.

Open House with Lender, buyers agent, and assistant to handle flow of people and collect contacts and interest.

Open House event or Virtual Open House for the public.

Road to Close

Stay in constant contact with you throughout the entire process, provide updates, and feedback.

Create urgency for offers and maximize value.

Negotiate acceptable terms for escrow, price, and repairs.

Handle all of the details so you can continue to do what you do best while I do what I do best.



Scripts give you the power to speak on subjects you may know little about or they can give you the tools to offer expert advice on very complicated subjects. We use scripts in our everyday conversations... the words we use and the things we say are our scripts. By learning powerful scripts such as the ones included in this book we are able to utilize proven closing techniques or conversation starters and even word for word dialogues to get the sale closed. Everyone uses scripts, the most successful people in the world have their thoughts carefully planned out as to how and when they will share them. A speech is a form of a script, an introduction... even the all too famous elevator speech is a script. If you read some of these scripts and think... "I don't talk like that or I would never say that" think again and ask yourself, "What if I did talk like that?" or, "What if I did say this?"

ABOUT the AUTHOR



Vance has been a REALTOR® since 1997 and has worked on the east and west coast. Taking a detour for 10 years and working on Wall Street solidified his understanding of the need for coaching and scripting. He currently coaches with Top Real Estate and Business Coaches and is the Vice President of Agency Development at West Shores Realty. He currently oversees the development of hundreds of agents while maintaining a high end boutique business of his own in Southern California. They say *“If you want something done, give it to a busy man”*