



The \$1 Billion Dollar Playbook Market Leader Collection

Conversion Scripts



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Conversion Scripts

A LETTER FROM TOM FERRY

Every deal starts with a conversation. Whether it's a cold call, a DM on social media, a showing, or a listing pitch, *what you say* and *how you say* it changes everything.

Top producers don't leave it to chance. They follow scripts because they're repeatable, reliable, and proven to work. Scripts give you a plan, so every interaction moves the ball forward. You're not just talking, you're converting.

Inside this book, you'll find high-impact scripts from top agents and coaches. From first contact to closing, this book gives you the exact words to move deals forward and build trust faster.

Talk better. Convert more. Let's go!

– Tom Ferry

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When it comes to
conversations, you've got to
have an approach that's
different and effective.

A handwritten signature in black ink, appearing to read 'Tom' followed by a large, stylized flourish.

PART 1 YOU HAVE A LEAD. NOW CONVERT.

Turn conversations into contracts with clear, confident scripts that drive results.

01. THE BUYER CONSULTATION

Structure the process. Build the relationship. Win the client.

A great buyer consultation creates clarity, surfaces motivation, and earns trust. Use these scripts to guide the conversation with confidence, uncover what matters most, and set the stage for a successful working relationship.

Script Variations:

1 The 10-Minute Consultation

Quick rapport, timeline, and must-haves.

2 Needs-Based Consult

Deep-dive on motivation, budget, and decision makers.

3 Market-Insights Consult

Uses live data to set realistic expectations.

The Winning Plays

THE 10-MINUTE CONSULTATION

Use this script when meeting a new buyer face-to-face (or via Zoom) to establish trust, set expectations, and win representation.

Part 1: The Intro

Secures the client's buy-in on communication norms.

No matter if it's your first time or your hundredth time, we vow to be completely transparent with you.

[Client Name], as a matter of fact, I could lose my license over one little white lie. Believe me when I say with the hundreds of clients we serve, one transaction is never worth that.

On top of that, we ask that all of our clients keep that same level of transparency with us, because it saves time, avoids headaches, and helps us guide you toward the promised land of homeownership.

So, whether you're getting cold feet about a property, you don't love a service provider we paired you with, or you feel I'm dropping the ball in any regard, please be upfront.

Availability: real estate isn't 9-to-5. If I'm with another client or asleep (not both!), I'll respond as soon as possible. Sound cool?

That sounds amazing!

The Winning Plays

THE 10-MINUTE CONSULTATION

Use this script when meeting a new buyer face-to-face (or via Zoom) to establish trust, set expectations, and win representation.

Part 2: Yesterday and Today's Market

Social proof frames you as a market insider.

Here's a photo of clients who received a check back at closing, that totaled \$4,840, because they bought at the right time with the right strategy.



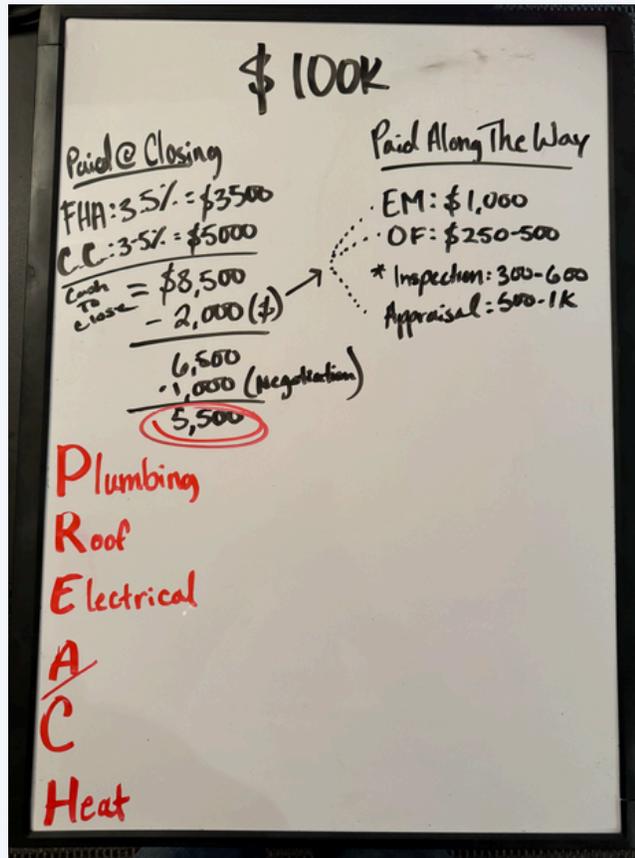
The Winning Plays

THE 10-MINUTE CONSULTATION

Use this script when meeting a new buyer face-to-face (or via Zoom) to establish trust, set expectations, and win representation.

Part 3: The Numbers

Let's break down price trends, interest-rate impact, and monthly payment ranges so you know exactly where you stand.



The Winning Plays

THE 10-MINUTE CONSULTATION

Use this script when meeting a new buyer face-to-face (or via Zoom) to establish trust, set expectations, and win representation.

**Part 4: The
“Marriage
Agreement”
(Buyer
Representation
Agreement)**

This agreement spells out how I work for you and how the seller pays my fee. Are you ready to get started?

Yes!

A smooth close positions the agreement as a mutual commitment.

The Winning Plays

SECURE A TIME FOR THE CONSULTATION

Use this script on the first phone call to secure a sit-down consultation with motivated buyers.

Buyers Unique Selling Proposition Dialogue

Buying the right home is challenging these days. How's the search going for you?

It's tough—we're mostly online.

Most agents just open doors you could find online. That's why we've built a proven strategy to get the right home, in the right location, at the right price and terms. Would you like to hear about it?

Sure.

Attracting Buyers Dialogue

Based on what you've told me, I'm certain I can help. Let's schedule a time to dive in and position you to win in this market. What's your schedule like this week?

Wednesday afternoon works.

Great—Wednesday at 3 p.m. here at my office. We'll outline the best path for you and your family. Sound good?

Sounds good!

Top Objection Handlers

“My friend in the business will give me a discount. Will you?”

I totally respect that. I'd actually suggest working with your friend... unless they can't match the extra work, contacts, and skills I bring.

“My listing agent will give me a point back if I buy through him.”

Your listing agent is focused on selling your current home. I'll deploy an aggressive plan to find your next one. And remember, my commission is paid by the seller.

“I don't want to commit to one person.”

Most buyers start that way until they find an agent who clearly stands out. Based on what I've shown you, do you believe I can find and negotiate your new home? Then put me to work!

“I'm not buying for another 3-6 months.”

Perfect! Researching now lets us hit the ground running later.

“What if we don't like each other?”

The only way that happens is if we're not in constant, honest communication. Fair?

“I'd like to interview other agents.”

Absolutely—take your time. I'm confident you'll see our game plan, resources, and negotiation skills stand out.

“Why should we sit down with you?”

The advantage of meeting before we start to look at properties is:

- **With my clients...we'll spend the time to explain the process of buying from A-Z....so you know exactly how things work.**
- **We'll go through what you're looking for...so I won't waste your time while looking.**
- **We'll walk through the numbers... so you will know exactly how much money you will need and what your payment will be on your next home.**
- **I'll explain... in detail... the contract we will use when making offers.**
- **My clients have said it makes them feel so much more confident when the time comes to write an offer.**
- **And I'll answer any questions you may have.**

The bottom line...the real benefit to you is...it will save you time and money plus I'll show exactly how I locate off-market homes for you. That's what every buyer wants right now. Some "inside information." Can you see the benefit in meeting? Buying a house should be fun. We'll have fun finding your next home. Come on...let's get together... you've got nothing to lose...right?

“We're working with an agent.”

Great. Did they go through all this with you?

Are they going over and above what the average agent does to find homes...like door knocking, calling, sending out letters on your behalf, making phone calls to neighbors and other top agents. Are you getting that kind of service? [Tell a story about previous service] If I found you the perfect home... and it wasn't on the market... would you want to know about it?

“Why should we work with just one agent in finding a house?”

You realize that the seller pays my commission...right? So it doesn't cost you anything to have a top agent working on your behalf to locate properties... did you realize that? Have you hired an agent yet?

“How about if I sign after we go out once or twice?”

I hear you. In that case, let’s sign a one-party showing agreement for the homes you’d like to see; that’s common practice. I’ll grab the form.

“I just want to see the house.”

Totally understand—this one caught your eye! I’ll coordinate the showing. Before I do, may I ask what stood out to you about the property?

“I don’t want to talk, just text me the address.”

No problem. Happy to get you the info. Just so I send the right homes, what’s your price range and timeline to move?

“I already have an agent.”

Perfect. Are you working under a signed agreement, or just chatting with a few agents so far?

“I’m just browsing.”

That’s where everyone starts! What’s the dream scenario if something perfect came along—what would that look like?

02. THE BUYER REPRESENTATION AGREEMENT

Set expectations. Build trust.
Protect your time.

A Buyer Representation Agreement sets the tone for a clear and committed working relationship. It builds trust, protects both parties, and positions you as a professional from day one.

1

Example 1: Clarity is kindness

Explain compensation early so clients feel informed and ready to act.

2

Example 2: Why Buyer Rep Matters

Show the risks of going unrepresented and the protections you provide.

3

Example 3: One-Time Agreement

Offer a single-showing option for early-stage buyers who need guidance.

4

Example 4: Short-Term Agreement

Give buyers a trial period to experience your value before committing.

Buyer Representation Agreement

TYPES OF AGREEMENT

Notice (Effective August 17, 2024): A signed Buyer Representation Agreement is required before showing homes. Check with your broker for guidance and state-specific requirements.

When meeting a new buyer, most agents aim to have a Buyer Representation Agreement signed early in the relationship. This helps set expectations and clarifies how you'll be working together.

While specific forms and requirements vary by state and MLS, most agreements generally fall into the following categories:

Full Representation Agreements

These cover a set time period and tend to work well for buyers who are ready to take action.

Single Showing Agreements

Used for one-time property showings, this option is especially useful for online or early-stage leads.

Exclusive vs. Non-Exclusive

Some agreements establish an exclusive working relationship, while others allow the buyer to engage with more than one agent. What's available may depend on your local policies and brokerage.

Note: Be sure to check with your broker for guidance on the types of buyer representation agreements available in your market and how they are used.

Buyer Representation Agreement

YOUR OFFER TO CLIENTS

Not every buyer is ready to commit to a full representation agreement at the first meeting—and that's okay. Your role is to offer the right level of service for where they are in their journey, while still protecting your time and establishing expectations.

Here's how you can structure your offer:

Primary Offer:

For Buyers Ready to Engage

These steps are ideal for buyers who are serious about purchasing and ready to move forward.

Exclusive Buyer Representation Agreement:

Sign a formal agreement that secures your role as their dedicated agent. This sets a clear working relationship and protects both parties.

Secondary Offer:

For Buyers Who Aren't Ready Yet

For buyers who are still exploring or not ready for full commitment, offer options that move the relationship forward while protecting your time.

One-Time Showing Agreement:

Use for one-time property tours. This establishes basic expectations and shows professionalism without requiring long-term commitment.

Short-Term Agreement:

Offer representation for a defined period (e.g., a specific set of showings). This gives buyers a chance to experience working with you before committing fully.

Buyer Representation Agreement

HOW TO GET THE AGREEMENT SIGNED

Example 1: Clarity is kindness.

This conversation is about empowering your client, not justifying your role. Don't wait until you're writing an offer to explain how buyer compensation works. Instead, use your buyer consultation to walk them through it clearly and early.

Start by getting curious: "What has your buying experience been like in the past?" Then ask: "What have you heard about the shift in how buyer agents are paid?"

The Scripts:

Hey, before we dive too far into the fun stuff like homes and neighborhoods, I want to make sure we're totally aligned on how buyer agent compensation works. With all the recent industry changes, it's more important than ever that you feel informed and protected. Have you heard anything about the shift in how agents are paid lately?

[Wait for the clients response]

In the past, it was commonly said that "sellers paid the real estate commission." What's coming to light is that the money for the entire transaction, including commissions, really comes from the same bucket of money: the funds the buyer brings to close. These recent changes in the industry are helping bring more clarity and transparency to that process.

So now, instead of assuming how compensation works, we take the time upfront to go over it together. That way, you're never caught off guard, and we can create a smart plan before we ever write an offer. We like to slow things down at the beginning so that you can move forward with clarity and confidence when it really counts. This isn't about dragging out the process, it's about helping you avoid surprises and feel in control.

Explain The Agreement + Options

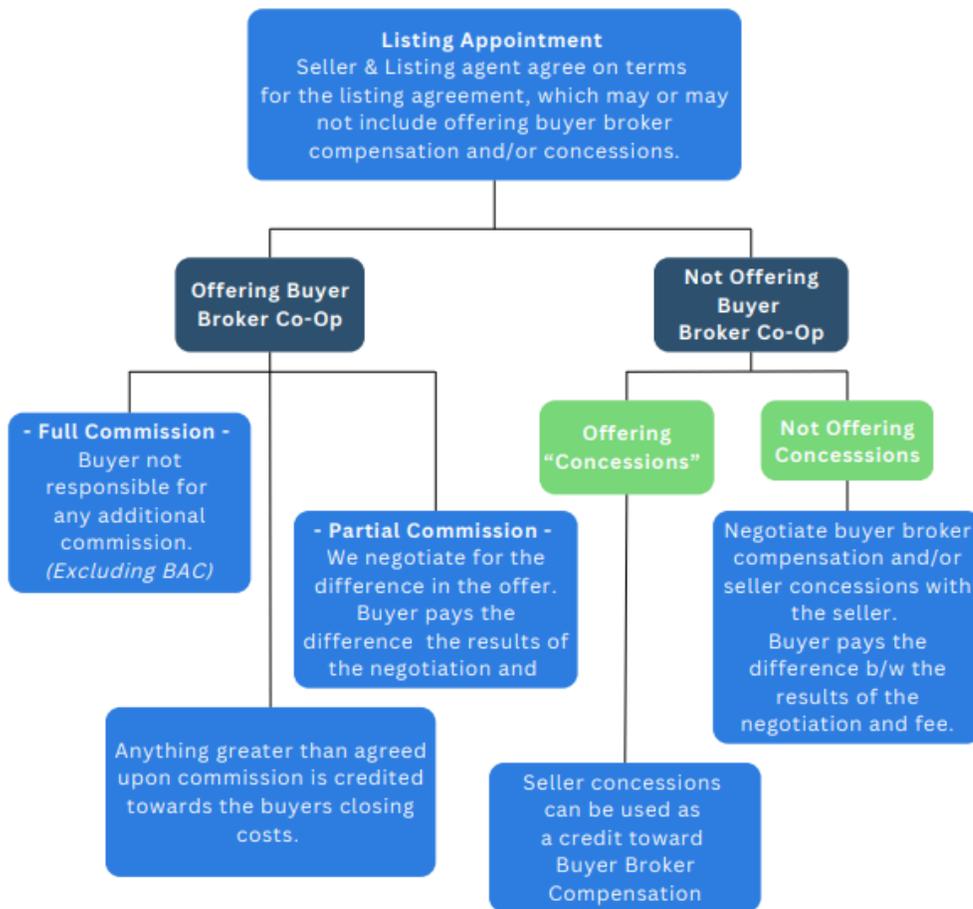
When you choose to work with me, we sign a Buyer Representation Agreement. That document outlines my commitment to you as your advisor—and how I'm compensated.

Here are the three possible scenarios we may encounter:

- **The seller offers full compensation** – In this case, buyer agent compensation is offered by the listing side, and there is typically no additional negotiation needed.
- **The seller offers partial compensation** – If the compensation offered is less than our agreed amount, we'll review options together to determine how to make up the difference, either through negotiation or as part of your closing funds.
- **The seller offers no compensation** – We will discuss this upfront before viewing or writing an offer, and we can evaluate options like negotiating it into the deal or preparing for it as a buyer-paid cost.

Key Point: Regardless of where it comes from, it's still coming from the same overall transaction funds. We're just being upfront so you're informed and in control from the start.

Use this visual to help buyers quickly understand how agent compensation works and where it comes from.



Reinforce Value

You're not just hiring someone to unlock doors. You're hiring someone to protect your investment. I help you:

- Understand the market
- Strategize your offer
- Navigate appraisals, inspections, timelines, and lending
- Negotiate smart and avoid common pitfalls And you're backed by a full team of professionals to help every step of the way.

Don't forget: this is about them, not you.

Take time to readdress any fears, concerns, or past experiences they've shared about buying. They don't just want a savvy negotiator; they want to feel heard and understood.

- *Buyers walk away with confidence when they feel like you know all there is to know about their needs and goals – not because you listed your resume.*
- *If you're talking for more than 45 seconds, they've probably stopped listening. Ask more, talk less.*

Connect To Your Mission & Values

Every agent brings their own unique values to the table, and this is a great time to share yours. Let your clients know what drives you beyond the transaction. Whether it's educating buyers, building lifelong relationships, or giving back to your community, this is your moment to connect on a deeper level. For example:

Our team leads with the values of Give, Serve, Grow, and Grateful. You'll feel that in every step of this process.

Close With Clarity

So the last thing I want is for you to fall in love with a home, only to discover last-minute details about compensation. That's why we're having this conversation now—to give you full transparency and confidence from Day 1. Sound good?

Buyer Representation Agreement

HOW TO GET THE AGREEMENT SIGNED

Example 2: Why Buyer Representation Matters

When buyers understand the logic of hiring an agent—just as a seller would—it becomes clear that dedicated representation is not just optional, it's essential. Use this conversation to highlight the protections, guidance, and advantages that come with having someone in your corner. This is about trust, clarity, and helping your clients feel secure as they navigate one of the most important purchases of their life.

The Scripts:

Explain the Role of a Buyer's Agent

Every house you see for sale has a listing agent. Each seller has hired an agent to represent them and their interests. That agent negotiates on the seller's behalf, advises them, and is required to keep their information confidential, among other duties. A buyer's agent does the same things for a buyer. Over 90% of buyers in our marketplace have their own agent who they have hired to represent them.

Clarify the Conflict of Interest

The buyer and the seller have opposing interests in a real estate transaction, so it's important to have your own agent to make sure you're protected. You wouldn't use your soon-to-be ex-spouse's divorce attorney to negotiate for you, would you? You would get your own attorney.

Reinforce the Risk of Unrepresented Conversations

When you have conversations with a listing agent, everything you say or do can and will be used against you during negotiations. That agent represents the seller, not you.

Buyer Representation Agreement

HOW TO GET THE AGREEMENT SIGNED

Example 3: One-Time Agreement

A Single Property Showing Agreement is a great option when buyers are still early in the process or just want to see one home. It's a professional, no-pressure way to protect both parties and meet new requirements—without overwhelming the buyer. Use light language and empathy to ease into the conversation.

The Scripts:

Normalize and Reassure

I totally understand how you feel. A lot of buyers aren't used to signing an agreement before a showing. If my mom looked at houses, I'd have to ask her to sign this too! This agreement is crucial in finding your next home. And now it's a requirement. Let's get the paperwork out of the way so we can start looking at homes. Will that work?"

Buyer Representation Agreement

HOW TO GET THE AGREEMENT SIGNED

Example 4: Short-Term Agreement

Not every buyer is ready to sign a long-term or exclusive agreement right away—and that's okay. A short-term agreement offers a low-pressure way to begin the working relationship while still providing structure, protection, and value. This script helps you guide the conversation with empathy and professionalism, offering a flexible next step that serves both parties.

The Scripts:

Acknowledge Their Concerns

I completely understand wanting to see homes before making a decision. It's important to feel confident in your choice of agent. My priority is ensuring you're comfortable and informed throughout this process.

Highlight the Value of Exclusive Representation

One of the benefits of entering into a short-term agreement with me is that it allows me to fully commit to your home search, offering personalized services such as immediate showings, notification on new listings or coming soon listings, and insights on market trends that can give us a competitive edge.

Emphasize the Flexibility and Risk-Free Nature of a Short-Term Agreement

This agreement is simply a way for us to formalize our working relationship for a short period, allowing us to focus on finding your perfect home. It's designed to protect your interests and ensure you receive the dedicated attention you deserve.

Showcase Your Commitment and Track Record

I'm dedicated to providing exceptional service and achieving the best outcomes for my clients. I've helped many homebuyers navigate this market successfully, and I'm confident I can do the same for you. Let's consider this a trial run to demonstrate how I work and the value I can add.

Offer a Clear Exit Strategy

If at any point you feel our partnership isn't the right fit, I'm committed to making the process as straightforward and transparent as possible, including an easy exit from the agreement. Your satisfaction and comfort are my top priorities.

Propose a Personal Meeting or Consultation

How about we meet for a no-obligation consultation? It would be an opportunity for you to ask questions, for us to discuss your needs in detail, and for me to outline how I can help you with your home search. This meeting could give us both a clearer sense of how well we work together. What do you think?

Top Objection Handlers

"How about if I sign after we go out once or twice?"

I hear you. In that case, let's sign a one-party showing agreement for the homes you'd like to see—that's common practice. I'll grab the form.

"What If there's no compensation offer from the Seller?"

If there's no offer of compensation, you (the buyer) can still write it into the offer and request the seller pay it. You can pay it yourself, split it with the seller, or request it as a closing credit. There are options, but we will need to talk about it before we write the offer.

"I've never had to sign anything before..."

I totally understand how you feel. A lot of buyers aren't used to signing an agreement before a showing. If my mom looked at houses, I'd have to ask her to sign this too! This agreement is crucial in finding your next home. And now it's a requirement. Let's get the paperwork out of the way so we can start looking at homes. Will that work?

03. THE LISTING PRESENTATION

Show your value. Set expectations.
Secure the listing.

A strong listing presentation sets clear expectations, demonstrates your value, and builds the trust needed to secure the listing. It frames you as the strategic partner sellers need to succeed.

Script Variations:

1

The Three Parties Script

Clarify the roles of the market, the seller, and you to align expectations.

2

The 3-Part Seller Consultation

Use intake, walkthrough, and presentation to build rapport and readiness.

3

Listing Pitch Approaches

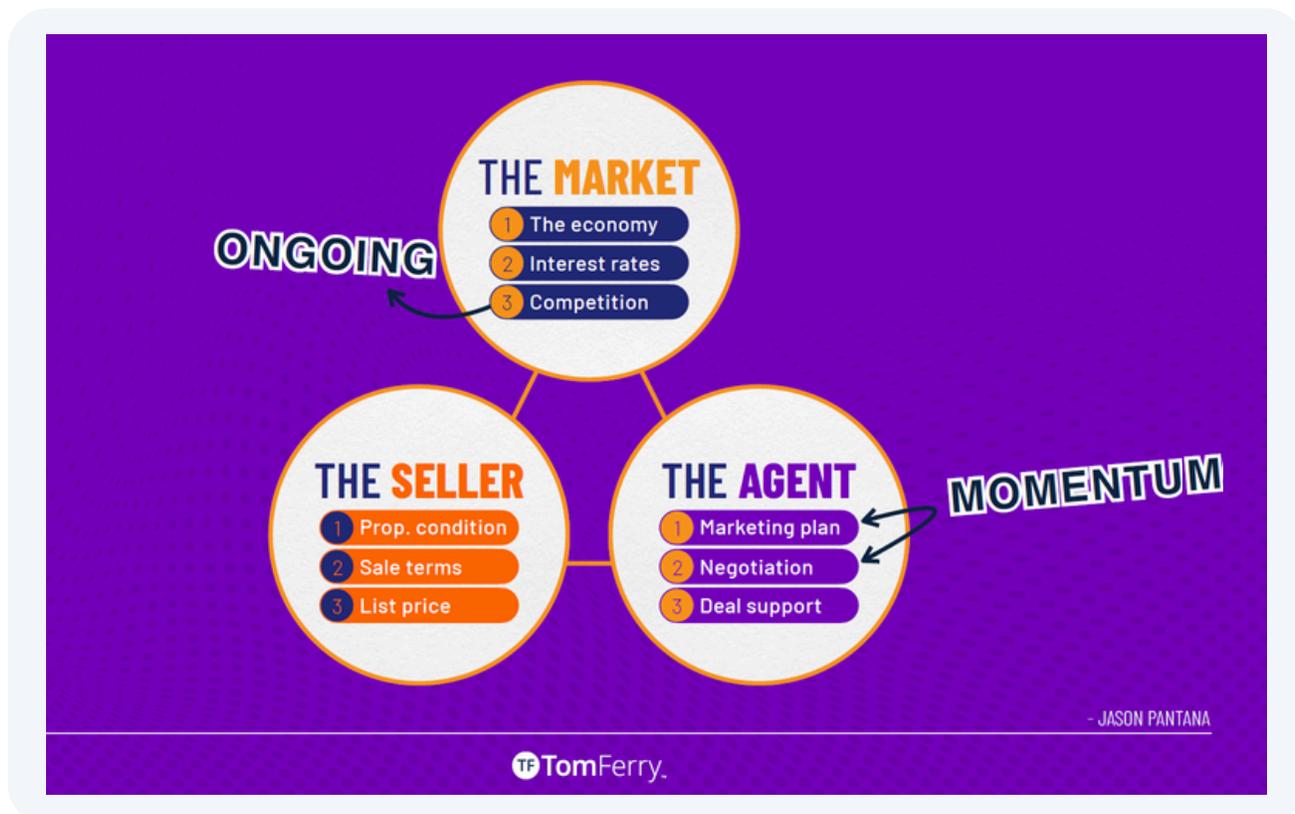
Combine expertise, connection, and market analytics to win the seller's trust.

The Winning Plays

THE THREE PARTIES SCRIPT

Use this script inside your formal presentation to explain roles and set expectations before reviewing pricing data.

There are three parties in the sale of every home. There's the market, the seller, and the agent. Let's walk through what each of us is responsible for so we're totally aligned.



When all three stay in sync, we sell faster, for more, and with less stress. Are you ready to look at the numbers together?

The Market

Frames uncontrollable forces and preps the seller for market-driven pivots.

First up: the market—which neither of us controls. Your home enters a marketplace influenced by the economy, interest rates, and competition. Interest rates dictate what buyers can afford, which affects performance. We'll study competing homes together, and stay agile if a neighbor undercuts our price next week.

The Seller (YOU)

Shifts authority while warning against overpricing.

You have three main responsibilities:

1. **Condition:** I'll advise on presentation, but it's ultimately your call.
2. **Terms:** You decide which offers to accept, reject, or counter.
3. **List price:** We'll look at the data together, but the price is yours to set.

Some agents quote an inflated number just to win business – “buying the listing.” It feels great upfront but can backfire and cost you time and money.

The Agent (ME)

Clarifies agent value beyond just marketing.

I have three jobs:

- **Marketing:** position your home to attract the widest pool of ready, willing, and able buyers. Buyers judge through price, condition, and location – you can't have perfection in all three, so we align them. Think of it like this: marketing is bait, price is the hook; if they don't match, we catch nothing.
- **Negotiation:** great marketing creates momentum; that momentum gives us leverage to maximize your outcome. Your home is most valuable the day it's listed, when buyers fear missing out.
- **Deal life support:** from contract to close I manage inspections, timelines, and communication – because nobody gets paid until we close.

The Winning Plays

THE 3-PART SELLER CONSULTATION

Use this script when conducting a seller intake call to build rapport, gather key details, and pre-frame your listing appointment for maximum trust and readiness.

[Download the Seller Questionnaire Form →](#)



There are **3 parts** to this seller consultation:

- **Part 1:** The Seller Intake (“I hear you”)
- **Part 2:** The Property Walkthrough (“I see you”)
- **Part 3:** The Listing Presentation (“I know you”)

PART 1: THE SELLER INTAKE

Surfaces brand affinity and positions you as their chosen advisor.

Thanks for calling today. It sounds like you are considering moving and looking for an agent to help you sell your home?

Correct.

Great. I'm curious, of all the real estate agents out there, why did you call us today?

I've seen your signs in the neighborhood and have gotten your postcards for years.

That's great. It sounds like you're familiar with our team's track record in the area! Tell me a little bit about your plans.

I got a work promotion and am moving out of the state.

Surfaces brand affinity and positions you as their chosen advisor.

Congratulations! That's exciting. What do you do for work?

I'm a consultant with Accenture.

That sounds interesting. And where are you moving?

Boulder, Colorado

Colorado! We have many clients who have relocated there. Are you purchasing a new home there or do you plan to rent?

We are looking to buy a home there.

Great. Are you in touch with a lender to help you get pre-approved for your new purchase?

Yes, we're working with a lender.

Perfect. Have you determined if you need to sell your home here in order to purchase there?

We don't have to but would like to sell our home here and not have two mortgages for very long.

I can definitely understand that. When do you need to be moved in and settled in Boulder?

At the end of the month.

Do you need to have a new home identified and under contract before you move?

No, we have temporary housing.

Are you working with an agent in Boulder already to help you find your new home?

No, not yet

Surfaces brand affinity and positions you as their chosen advisor.

Would you be opposed to me sending a few recommendations for agents that our clients have successfully worked with in the past?

No, I would not be opposed. That would be great.

No problem. I will email you the contact info of a few different agents. You will be in great hands with any of them, but feel free to reach out to all of them to see who you vibe with the best.

Perfect, thanks!

Of course! So, you're planning on moving within the next couple of months and are hoping to sell your home here as quickly as possible so you aren't carrying two mortgages.

Correct.

It sounds like you'd like to get your home here on the market ASAP. Do you plan on living in the home while it's for sale?

Yes. Unless you think it's better if we don't?

Well, you certainly can. But a lot of our clients find the process much easier to move out first. But we can talk through all of that when we meet. Do you have a few more minutes for me to gather some additional information about your home that will be helpful for me to prepare for our meeting?

No problem.

A warm, personal touch that builds rapport quickly.

Do you have any kids, pets, or (as we like to say) pets who are treated like kids living in the home?

We do! We have a 5 year old, Megan, and a poodle named Bob.

Bob, the Poodle! I love it!

So I have your address as 1234 My Home Lane, 90045. Is that correct?

Yes.

And based on title, it looks like you've owned your home for about 15 years? Is this your primary home?

Yes. Yes.

Got it. And I see that it's 3 bed/3 bath, 1700sf, and on a 7,000sf lot.

Correct.

Can you tell me a little bit about the home's layout? Is there a separate living room and family room?

Yes, there's a living room in the front when you walk in, an adjacent dining room, plus a separate family room.

Got it. And does your home have central heat and AC?

Yes.

[Download the Full Script](#) →



The Winning Plays

LISTING PITCH: TAILORED APPROACH

Use this script when emphasizing a custom marketing strategy and hyper-local expertise.

Tailored Approach

Hello **[Seller's Name]**, this is **[Your Name]** from **[Your Real Estate Agency]**. I'm excited to discuss how we can achieve the best results for your property at **[Property Address]**.

Your property stands out because of its **[specific feature 1]**, **[specific feature 2]**, and **[specific feature 3]**.

I specialize in selling homes in **[specific area or neighborhood]**. In the past **[time period]**, I've successfully sold **[number]** homes in this area.

Last year, my clients' homes sold for an average of **[average sale price]** within **[average time on market]**.

To ensure your home attracts the right buyers, I propose a tailored marketing strategy that includes **[specific marketing tactic 1]**, **[specific marketing tactic 2]**, and **[specific marketing tactic 3]**.

I would love to discuss how we can achieve similar success for your property. When would be a good time for you to meet?

Looking forward to working with you to achieve a successful sale for your home!

The Winning Plays

LISTING PITCH: EMOTIONAL APPROACH

Use this script when highlighting your empathy, dedication, and emotional connection with the client.

Emotional Approach

Hi **[Seller's Name]**, it's **[Your Name]** calling from **[Your Real Estate Agency]**. I'm reaching out because I truly believe I can help you achieve the best outcome for your property at **[Property Address]**.

Your home has a special charm with its **[specific feature 1]**, **[specific feature 2]**, and **[specific feature 3]**, which create a warm and inviting atmosphere.

With **[number]** years of experience in the **[specific area or neighborhood]** market, I've developed a deep understanding of what buyers are looking for.

I understand that selling a home can be emotional, and my goal is to make this process as smooth and stress-free as possible for you.

I am dedicated to using innovative marketing strategies, including **[specific marketing tactic 1]**, **[specific marketing tactic 2]**, and **[specific marketing tactic 3]**, to showcase your home to its fullest potential.

I would love to discuss your goals for selling your home and how we can work together to achieve them. Could we schedule a time to meet?
Thank you for considering me as your real estate agent. I look forward to the opportunity to assist you in selling your home.

The Winning Plays

LISTING PITCH: DATA-DRIVEN APPROACH

Use this script when focusing on market analytics and pricing insights to establish credibility and value.

Data-Driven Approach

Hello **[Seller's Name]**, this is **[Your Name]** calling from **[Your Real Estate Agency]**. I've been analyzing the market trends in **[specific area or neighborhood]**, and I wanted to share some insights with you about your property at **[Property Address]**.

Based on recent data, homes similar to yours have been selling for an average of **[average sale price]** within **[average time on market]**.

Your home stands out because of its **[specific feature 1]**, **[specific feature 2]**, and **[specific feature 3]**, which make it highly desirable in the current market.

To maximize the sale price of your home, I propose a strategic marketing plan that includes **[specific marketing tactic 1]**, **[specific marketing tactic 2]**, and **[specific marketing tactic 3]**.

I would love to discuss how we can leverage this information to position your property effectively in the market. When would be a convenient time for you to meet?

Thank you for considering me to represent your home. I'm eager to work together to achieve the best possible outcome for you.

TOP OBJECTION HANDLERS

"If I list my home with you and buy my next home with you, will you cut your commission?"

You know, I can appreciate that you want me to reduce my fee, and I want to be upfront with you and say NO, I will not cut my commission, and for one very simple reason. As a professional, my time has a certain value and I only work with people, like yourself, that realize the value of my service. And before you say anything—think about this: If an agent is willing to cut their commission just like that, how well do you think they'll hold up when it comes to negotiating the best possible price for your home? I want to demonstrate to you upfront how tough I'm going to be for you. Therefore, cutting my commission is simply not an option. Does that make sense?

"I have to keep my promise to a friend or previous agent I talked to."

That's great, I can appreciate your loyalty and that is a quality I respect in people. So I'm curious, let me ask you this: Has there ever been a time when you bought something or made a decision based on a friend's offer to help, but in the end, you didn't really get what you wanted because you didn't check around? This time is just like that time—and with that in mind, I'm sure you can see the importance of having me over just to give you a second opinion. That wouldn't hurt anything, would it?

"Why is your price so much lower than the other agents we talked to?"

It's kind of confusing, isn't it? You interview four agents, and you get four different prices. You're probably wondering: why did this person come in lower? Doesn't he want our listing? There's a big difference in how I operate. Most agents manipulate the comps to show you the number they think you want to hear—because they need your listing. I do over [X] transactions a year by telling nice people like you the truth. There are two ways to price a home: You can list it where it sits, or you can list it where it sells. Which is better for you?

"Will you cut your commission? Other agents will."

You're right, there are a lot of desperate agents out there. And I'm a little concerned. Can I tell you why? Do you own anything more valuable than this home? Could you say it's your most valuable asset? If an agent is willing to broadcast they don't believe in their own value, is that really who you want across the negotiating table on your behalf? I work 14 hours a day, my assistant works 8, and together we bring full value to every client. That's not desperation—that's professionalism.

"I want to find a house before I put mine on the market."

I agree, finding your new home is important. But it could take 3–5 months to sell your current home, and another month to close. By then, any house you fall in love with today will likely be gone. Does that make sense? Let's get your home on the market now, and get to work so you're ready to act when the right one pops up. Sound good?

"We still need to interview one more agent."

You know, I can appreciate that. But it tells me that somewhere, somehow, I haven't fully convinced you that I'm the right person for the job. So tell me, what's specifically holding you back from putting me to work tonight?

"We want to think it over."

Totally understandable. Making a logical decision is important. So tell me, what is it specifically that you're thinking over? [Handle the real objection once it's revealed.]

"We want to compare what you're saying to other Realtors."

Great! I think that's smart. But before I go, tell me: what's specifically stopping you from signing with me tonight? [Handle the price objection, if that's the real issue.]

"We have a good friend in the business."

Almost everybody does. So when would you like to see why 85% of my listings sell, versus 40% with the average agent? Your friends want what's best for you, right? Let's schedule a time. Would 6:00 or 7:30 work better?

"We're already committed to another agent."

Great—have you signed a listing agreement? If not, then you're not committed, just promised. That's okay. If you're thinking of interviewing more agents, it's vital to understand different marketing approaches so you don't get burned again. Do you know the difference between passive and active marketing? Passive is open houses and newspaper ads—what most agents do. Active is what I do: calling 25, 50, 100 people daily to find your buyer. Which do you think sells more homes?

04. NEGOTIATIONS & CONVERSATIONS IN THE TRANSACTION

Stay aligned. Protect leverage.
Close with confidence.

Negotiation is more than price. It's strategy, timing, and communication. Use these scripts to guide clients through tough conversations and keep deals moving.

Script Variations:

1 **Address Future Price Reductions Upfront**
Frame pricing expectations early so adjustments feel strategic, not reactive.

2 **The "Don't Fire Me" Report**
Use marketing results and market trends to justify price shifts.

3 **Pricing Questions**
Targeted questions uncover guide clients toward market reality.

The Winning Plays

LISTING PRESENTATION: ADDRESS FUTURE PRICE REDUCTIONS UPFRONT

Use this script during a listing appointment to frame pricing strategies, manage expectations, and establish alignment for potential price adjustments.

Download slides included in this script →



AFTER SHARING THE COMPS

Frames the decision as theirs, increasing buy-in while keeping control of the process.

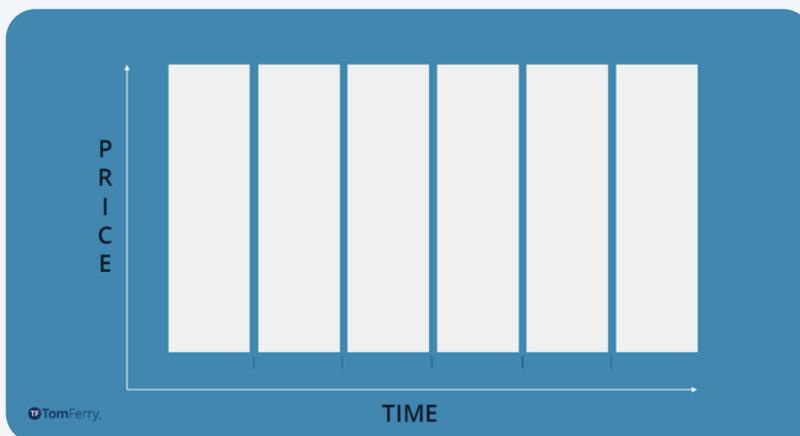
Now that we've reviewed the market, I want you to feel empowered to price your home to sell, and to generate the highest possible net proceeds at the right time for you and your family.

Challenges the industry norm to position yourself as a strategic advisor, not a passive order-taker.

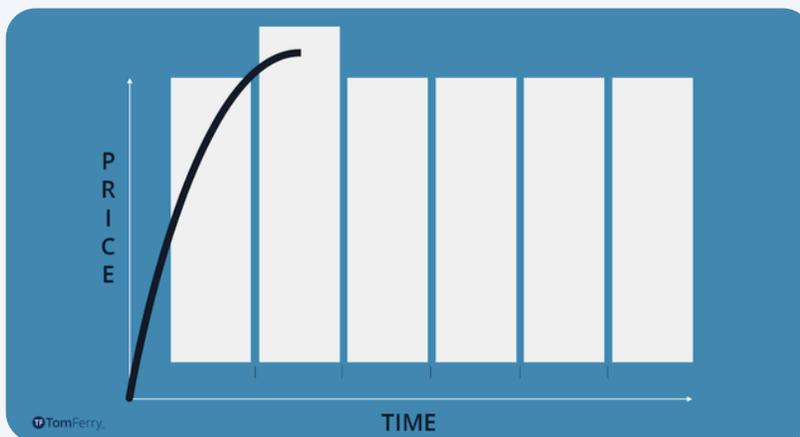
Reinforces your role and results-focused value proposition.

Here's what I know: Most agents look at the comps and then ask the seller, "Where would you like to price the property?"

I take a very different approach. I study homes, pricing trends, communities (what's hot and what's not) every single day. And here's what I've discovered...my clients hire me to get their home sold at the highest price, and in the most ideal time frame.

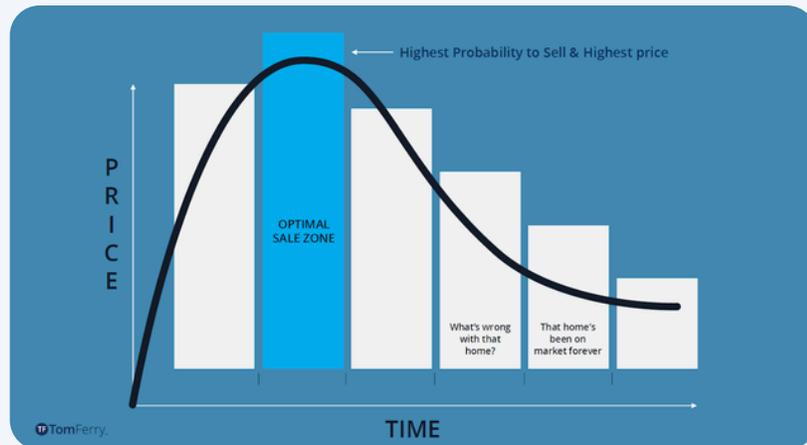


Here's what I know to be true: when we launch your home, our marketing generates a surge - buzz, eyeballs, showings. That initial window is your best opportunity.



Names the critical period, making it easier to reference and recall later.

It's what I call the optimal sales zone.



And one of the most important factors in creating that window is how we price the listing today.

The good news is, I've got three pricing strategies for your consideration. Let's walk through them:

1

Set a record price.

This works best in markets with homes four years or newer, where demand far exceeds supply.

Structure / Tactic

Gives them a high-anchor option without implying it's always realistic.

2

Price where buyers are actually buying.

Slightly above or below the comps, based on what the market is supporting.

Psychology / Motivation

Feels grounded and realistic, creating a safe middle zone.

3

Price to create a frenzy.

We intentionally price below the comps to spark a bidding war.

Structure / Tactic

Frames lower pricing as a strategy, not a discount, shifting the perception of value.

Use these questions to get the ideal price

Transitions control to the client while anchoring them in logic and realistic expectations.

Now, let me ask you a few quick questions to help pinpoint the right pricing plan:

- 1. What's the worst-case scenario if we reduce the price to \$ [X]?**
- 2. What's the most likely outcome if we list at \$ [X]?**
- 3. What's the best-case scenario if we price at \$ [X]?**

Based on that – what would you like to do?

The Winning Plays

THE “DON’T FIRE ME” REPORT

Use this report and script to review your marketing performance and market trends with the seller before recommending a price reduction.

Email Template →



THE WEEKLY EMAIL

Recommendations A clear, actionable suggestion on pricing or strategy based on current results.

Marketing Efforts A summary of all outreach and exposure generated across channels.

Open House Activity Recap of public or broker events, attendance, and responses.

Showing Activity & Feedback Breakdown of private showings and buyer reactions.

Additional Activity Notes on other inbound interest like sign calls or website leads.

Statistics Local market data to contextualize the property's performance.

Any Highlights Standout features or negotiable terms that could reframe buyer appeal.

Discussing Next Steps for [Home Address]

External > Inbox x



Lourdes Maestres <lourdes.maestres@compass.com> (sent by angelica.reales@compass.com)
to Mike, Joan ▾

Dec 19, 2024, 3:49 PM ☆ ↶ ⋮

Dear Mike and Joan,

I hope this message finds you both well. As discussed yesterday, we are approaching the expiration of our listing agreement, I wanted to discuss potential next steps.

When we began, I recommended listing your home at **\$7.2 million**. However, we agreed to test the market at a higher price. Since then, we've observed that only 3 comparable waterfront single-family homes have sold in East Fort Lauderdale, contributing to a **15-month supply**.

The current market conditions and our pricing strategy have limited buyer interest.

Given these factors, I recommend adjusting our listing price to align more closely with current market comparables and extending our agreement to March 31st 2025

Below, you'll find a summary of all the marketing efforts, showing activity, and market statistics related to your property.

- Zillow listing showcase, premium package : [YOUR HOME ON ZILLOW SHOWCASE](#)

• **Broker's Open - June 15:**

- Successfully hosted with over 20 attendees.
- Invitations distributed via 100 text messages, 100 emails, and 100 outbound calls

Broker's Open During Boat Show:

- Low activity noted due to competition with larger events hosted by other properties.

Networking and Exposure:

- Promoted at the Sports and Entertainment Division events in NYC (September 2024), providing exposure to 90 top brokers nationwide.
- Included in a company-wide Compass email distributed to 35,000 brokers nationwide.

Digital Marketing Performance:

- Featured in our newsletter reaching 7,000 buyers/sellers with a 35% click rate.
- Multiple Social media post - paid ads
- YouTube Advertising:
 - 1,633 total views.

The Winning Plays

THE 30-DAY REVIEW MEETING

Every 30 days, schedule a review call or meeting with your seller. Use it to walk through the past month's results and close with a price reduction recommendation.

MEETING SCRIPT

Let's review our marketing for the last 30 days:

- We've sent **(x)** emails, **(y)** text messages, and made over **(z)** calls to potential prospects.
- We filmed **(x)** pieces of content that received **(results)**.
- We've had **(x)** open houses with **(y)** people through.
- We've had **(x)** look at/save your home online **(Portals)**.
- All of this has resulted in **(x)** showings.
- And **(y)** offers.

Let's review the market over the last 30 days:

- Buyers currently have a choice of **(X)** homes in our price range and feature set.
- **(Y)** new listings came on the market this week.
- **(Z)** sellers took their home off the market because it didn't sell.
- **(X)** homes have sold in the last 30 days.
- The absorption rate is telling us...

(Name), clearly, the market, the agents, and most importantly, the buyers have spoken. And they're telling us our pricing needs to be adjusted. I recommend amending the price to (X). What would you like to do?

BONUS REDUCTION DIALOGUE

Removes blame from the agent and frames the recommendation as a response to objective market behavior.

[Client's Name], clearly the market, the agents, and – most importantly – the buyers have spoken. And they're telling us that our pricing needs to be adjusted.

Assertive recommendation followed by a respectful, collaborative close.

I'm going to recommend we amend the price to \$ [X]. What would you like to do?

Forces clarity and ownership over the decision, helping uncover true motivation.

At what price are you no longer a seller?

TOP OBJECTION HANDLERS

“Another agent said they could sell it for way more.”

[Client’s Name], I could line up 1,000 agents outside your door, and every good one is looking at the same comps. We all see the same data.

So if someone’s quoting you a price that’s way above what buyers are actually paying, I’d ask: why are they doing that? Are they not looking at the same facts?

Let me ask you this: Are you open to a weekly check-in where we review marketing results, showing feedback, and any shifts in the market?

Yes!

How does [Friday at 2 PM] or [Monday at 10 AM] work for that weekly update?

Friday at 2 PM works well.

Perfect. I’ll send you a quick summary email before each call so you have time to review the data. Sound good?

The Winning Plays

LISTING PRESENTATION: PRICING QUESTIONS

Use this script during the listing consultation to uncover pricing expectations, motivations, and emotional drivers – helping you guide clients toward market-aligned decisions.

Opens the pricing dialogue with neutral, fact-based prompts that set the tone for realistic discussion.

MARKET INSIGHTS

- **What are your expectations regarding the selling price of your home?**
- **Have you had your home appraised recently, or do you have a sense of its current market value?**
- **Are you aware of recent sales in your neighborhood that may influence your home's value?**

Allows sellers to voice emotional connections, which helps you handle potential overpricing with empathy later.

PERSONAL ATTACHMENT

- **What are some features or aspects of your home that you've particularly enjoyed or found special?**
- **Can you share any memories or experiences associated with living in this home?**
- **How would you describe the neighborhood and community to someone considering moving here?**

Surfaces seller-perceived value drivers to help you compare against market realities during pricing.

IMPROVEMENTS AND INVESTMENTS

- **Have you made any upgrades or renovations to the property since you purchased it?**
- **How do you feel these improvements have impacted the home's overall value and appeal?**
- **Are there any specific features or upgrades you believe add significant value to the property?**

Clarifies urgency and reveals whether they are a price-sensitive or timeline-sensitive seller.

TIMING AND MOTIVATION

- **What is motivating your decision to sell at this particular time?**
- **Are there any specific deadlines or constraints influencing your timeline for selling?**
- **How flexible are you with the timing of the sale?**

Helps you assess their market knowledge and align expectations through comparison.

COMPARABLE PROPERTIES

- **Have you visited any homes for sale in your area recently that you felt were similar to yours?**
- **Are there any homes currently listed that you see as direct competition?**

FUTURE PLANS

- **What are your plans after selling this home? How does this sale fit into your broader life goals?**
- **Are there any specific requirements or preferences you have for your next property?**

Prepares the seller for flexibility later by gauging openness to change.

MARKET CONDITIONS AND TRENDS

- **How familiar are you with the current real estate market trends in your area?**
- **Are you open to adjustments in pricing based on market feedback and buyer interest?**

Acknowledges sentimentality, allowing you to gently bring conversations back to facts when needed.

EMOTIONAL CONSIDERATIONS

- **How important is it for you to find buyers who will appreciate the home as much as you do?**
- **Are there any sentimental factors or emotional attachments influencing your decision to sell?**

Brings clarity to financial targets, helping set realistic sale pricing anchored to personal goals.

FINANCIAL EXPECTATIONS

- **What are your expectations regarding net profit from the sale after paying off any outstanding loans?**

PART 2 YOU NEED A LEAD. START CONVERSATIONS.

Stay consistent with scripts that drive lead flow and build rapport.

05. DATABASE & SOI

Stay connected. Add value. Spark opportunities.

Your database is your greatest asset. Consistent, value-driven outreach strengthens relationships, builds trust, and creates a steady flow of business.

Script Variations:

1

Check-In and Offer a Value Report

Reconnect with homeowners by offering a personalized home-value update.

2

New Listing Mention

Casually share listings to prompt referrals or spark client interest.

3

Buyer Need Mention

Mention active buyers to uncover potential sellers in your network.

The Winning Plays

DATABASE/SOI: CHECK-IN AND OFFER A VALUE REPORT

Use this script when reconnecting with homeowners in your sphere to offer a personalized home-value update.

Friendly informal opener keeps the call natural.

Secures a micro-commitment, making future touches easier.

Redirects to a referral ask, salvaging value from the conversation.

Hi Tom?

Hi, who's this?

Hi Tom, this is [Your Name], real estate agent with [Your Real Estate Agency]. I'll be creating some high-quality home-value reports for clients on Thursday to show how their homes have performed here in [Q3 of 2025], and I thought of you. Would you like me to send you one just like the one I'm sending them?

→ IF YES:

Great, what's the best email address I can send this to?

→ IF HESITANT:

No problem. Do you know anyone that might find value in knowing their home's worth in today's market? Who comes to mind?

Introduces value gently while reframing the offer as something you're doing for others like them.

Normalizes the idea with a powerful analogy that ties into personal finance habits.

A non-threatening question designed to reopen the door without pressure.

→ **IF NOT INTERESTED:**

That's great!

I'm not sure if it's for you, but I'm scheduling annual equity reviews for my clients and friends. This includes a strategic real estate wealth planning session. When would be a good time for us to get together?

→ **IF YES, BOOK THE MEETING**

→ **IF NO, CONTINUE:**

I understand your thought process. Having said that, just like your 401(k) gets an annual valuation, so should your home.

It's a good best practice to understand your financial worth and future growth strategies.

This real estate wealth planning session is really for everyone – regardless of their current financial situation. How open-minded are you to exploring this?

The Winning Plays

DATABASE / SOI – NEW LISTING MENTION

Use this script to casually introduce new or buyer-specific listings in conversations with your sphere or past clients, prompting easy referrals or neighborhood connections.

Casual close that makes it feel like a natural part of the call – not a hard ask.

NEW LISTING YOU'RE PROMOTING

...by the way, before I let you go... We've got a new listing coming up on [Street/Area]. The best thing about this property is [Highlight Feature]. Do you have any friends who might be looking for something like this?

Asking for a neighborhood connection lowers resistance and still surfaces leads indirectly.

LISTING YOU SAW

...by the way, before I let you go... I just saw an amazing listing over on [Street/Area]. The best thing about that house is [Highlight Feature]. Do you know anyone looking for something like this?

BUYER NEED

...by the way, before we get off the phone... We're working with a client who's looking for [Property Type] in the [Area] area. Do you happen to know anyone who lives over there?

06. OPEN HOUSE

Meet neighbors. Qualify buyers.
Create follow-ups.

An open house is more than an event — it's a chance to connect, gather leads, and create opportunities. These scripts turn casual visitors into future clients.

Script Variations:

1 Neighbor Invite

Invite locals to the open house to spark referrals and future listings.

2 Qualify Visitors

Ask focused questions to uncover needs, timelines, and buying power.

3 Follow-Up Conversations

Reconnect after the event to nurture relationships and book appointments.

The Winning Plays

NEIGHBOR INVITE: WELCOME LOCALS TO THE UPCOMING OPEN HOUSE

Use this script when inviting nearby homeowners to an upcoming open house and starting future conversations.

Leverages neighbor ties for warm referrals.

Hello, my name is [Your Name] with [Your Real Estate Agency], and I'll be hosting a special open house at [Location] on [Day] from [Time Range]. Do you know this house or the [Homeowners' Names]? (Hand them a flyer)

[Homeowner response]

Teaser opens the door to discuss their own plans.

I promised the seller I would get the word out in the neighborhood, and I was curious, do you know anyone who may be looking to move into the area?

[Homeowner response]

Wonderful! Again, it's this Sunday from 1 to 4. You're welcome to stop by; I'd love to show you the home. Call me if any questions come up. By the way, have you heard about this crazy real estate market right now?

The Winning Plays

OPEN HOUSE: DIALOGUE INSIDE THE PROPERTY

Sets the stage for a buyer consultation.

- *What brought you in today?*
- *Do you live in the area?*
- *What are you looking for?*
- *How long have you been looking?*
- *What price range and areas are you focused on?*
- *Have you seen any other properties that you like?*
- *In a perfect world, when would you like to move?*
- *Have you made any offers?*

→ IF RENTING

- *Where are you renting?*
- *When is your lease up?*
- *How long have you been renting?*
- *What's your rent payment?*

→ IF OWN HOME TO SELL

- *Where do you live?*
- *Do you need to sell your house to buy the next one?*
- *Is it currently on the market?*
- *What do you think your house is worth?*
- *Will you be paying cash or getting a mortgage?*
- *What payment are you trying to stay around for your next place?*
- *Has anyone sat down and explained the buying process?*
- *If I could show you a way to save time and money in this process, would you want to know about it?*

The Winning Plays

OPEN HOUSE: ASK FIVE KEY QUESTIONS TO QUALIFY VISITORS

Use this script to qualify open-house visitors quickly with five core questions.

- 1** How long have you been searching for a **[Property Type]**?
- 2** Have you found your ideal **[Property Type]**?
IF YES] Will you tell me about it?
- 3** I see lots of **[Property Type]** that are either off-market or coming soon—"pre-market." Would you like me to alert you when I come across those?
- 4** What websites or apps have you been using to search?
- 5** Do you need to sell first?

We specialize in helping people like you find the right home in the right neighborhood, at the right price and terms. Is that something you'd be interested in?

The Winning Plays

OPEN HOUSE FOLLOW-UP: LEARN WHAT THE BUYER'S IDEAL HOME LOOKS LIKE

Use this script for a follow-up call to visitors after the open house.

Shared memory
rekindles rapport.

Hi [Name], this is [Your Name] with [Your Real Estate Agency]. We met at the open house on [Street] last [Day]—the yellow two-story. Did you end up finding a home? Or are you still looking for the right one?

→ IF FOUND A HOME:

Diagnostic
questions clarify
criteria and urgency.

**Well, are you completely happy in it?
Great! Is this your forever home or an investment property?
Have you ever thought about investing further?**

→ IF STILL SEARCHING:

Great. What would the right one have, that the wrong ones wouldn't? How would you know if you came across the right one? If you saw ten homes, how would you know it's the right one?

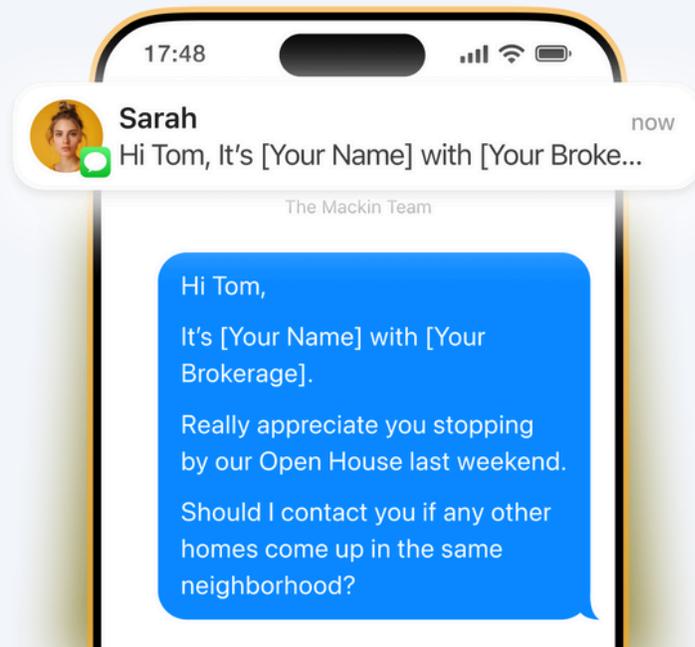
The Winning Plays

OPEN HOUSE TEXT: SEND ALERTS FOR SIMILAR HOMES NEARBY

Use this text message to re-engage attendees after the event.

Simple CTA keeps the conversation moving.

Hi [Name], It's [Your Name] with [Your Real Estate Agency]. Really appreciate you stopping by our open-house last weekend. Should I let you know if any other homes come up in the same neighborhood?



TOP OBJECTION HANDLERS

"We're just looking."

Great...that's the first step to buying...what are you looking for?

"Why should we sit down with you?"

The advantage of meeting before we start to look at properties is:

- 1. With my clients... we'll spend the time to explain the process of buying from A-Z.... so you know exactly how things work.**
- 2. We'll go through what you're looking for...so I won't waste your time while looking.**
- 3. We'll walk through the numbers... so you will know exactly how much money you will need and what your payment will be on your next home.**
- 4. I'll explain... in detail... the contract we will use when making offers.**
- 5. My clients have said it makes them feel so much more confident when the time comes to write an offer.**
- 6. And I'll answer any questions you may have.**

The bottom line...the real benefit to you is...it will save you time and money plus I'll show exactly how I locate off-market homes for you. That's what every buyer wants right now. Some "inside information." Can you see the benefit in meeting? Buying a house should be fun. We'll have fun finding your next home. Come on...let's get together... you've got nothing to lose...right?

"We're working with an agent."

Great. Did they go through all this with you? Are they going over and above what the average agent does to find homes...like door knocking, calling, sending out letters on your behalf, making phone calls to neighbors and other top agents. Are you getting that kind of service? (Tell a story) If I found you the perfect home...and it wasn't on the market...would you want to know about it? (Tell a story)

"Why should we work with just one agent in finding a house?"

You realize that the seller pays my commission...right? So it doesn't cost you anything to have a top agent working on your behalf to locate properties... did you realize that? Have you hired an agent yet?

07. DOOR-KNOCKING

Build rapport. Spot opportunities.
Stay top of mind.

Door-knocking creates face-to-face connections that deepen trust and uncover leads. These scripts make every doorstep conversation valuable.

Script Variations:

1

Pop By with Value

Offer a small item or market update to start a friendly conversation.

2

Share a Market Update

Use local stats to create urgency and gauge interest in selling.

3

Present Buyer Demand

Highlight active buyers to uncover potential sellers and referrals.

The Winning Plays

DOOR KNOCK: POP BY WITH VALUE AND CHECK FOR FUTURE PLANS

Use this script when door knocking in your farm or SOI area to initiate a light touch, build rapport, and secure future follow-up permission.

Remember: Your goal is to identify leads and get a method to follow up with them (i.e., phone number or email). If you don't ask, you'll have no leads and your hard work is for nothing.

[Knock on the door, then step back and smile!]

Hi, how are you today?

Good, good.

My name is [Your Name], I'm a local real estate agent with [Your Real Estate Agency]. You may have met someone from our team when [reason they may have come across you - open house, previous door knocking, circle dialing, etc.]. Don't worry, I'm not trying to get you to sell your house - I promise. I don't want to take up too much of your time, but we wanted to drop you off a quick treat [item of value, market update, etc.] and I'm just seeing if there's anything I can do for you now or in the future.

No - I gotcha.

Well, let me ask you this, then I'll get out of your hair. If you were to make a real estate move, do you have a real estate agent that you would use?

No.

Within the next two years, have you had any thoughts of selling?

Yes / No / Maybe.

[Name], I'd love to be able to help you in the future if you ever need anything. Would it be okay if I stay in touch with you?

Sure [looks at phone.]

Wonderful, what's your first name?

Gives name.

Great – what's a good email address for you?

Provides email.

Thank you for being open-minded and friendly. Before I go, have you heard any rumors of anyone thinking of buying or selling in the next two years? Appreciate your time.

CONVERSATION CLUES TO LISTEN FOR:

Be ready when small talk reveals big opportunities:

"Have family moving/considering moving to the area"

→ **They might know buyers**

“My spouse is always thinking of moving.”

→ **They could be ready to sell soon**

“We actually just inherited this house/another house/etc.”

→ **They might sell a property**

We would move for the right price.”

→ **They’re curious about what their home is worth**

“We/our kids/our parents/cousins/aunts/etc just got married.”

→ **Someone may need a new home**

“We just had a baby/grandbaby.”

→ **They might need more space or want to live closer**

“We are considering an investment property/rental.”

→ **They’re thinking about buying**

“We just got a new job and the commute is long.”

→ **A move might be coming**

“We are building.”

→ **Their current home might be for sale soon**

“My kids are graduating/I’m graduating/etc.”

→ **Life change – could mean a move**

“Just went/going through divorce.”

→ **They may need to buy and/or sell**

The Winning Plays

SHARE A MARKET UPDATE AND ASK IF THEY'RE CONSIDERING A SALE

Use this script when door knocking cold to share market stats and gauge selling interest.

Shares hyper-local numbers to build authority instantly.

Hi, my name is [Your Name] with [Your Real Estate Agency] – how are you today?

Homeowner response

I wanted to give you a quick update on the real estate market. Last month in (city/town/community/building) we had (#) sales, of which (#) sold above asking price. Were you aware of that?

Homeowner response

Creates urgency by highlighting supply-demand gap.

And, we currently have more buyers (#) than properties for sale (#). So I was curious: Have you had any thoughts of selling?

Homeowner response

Smooth referral ask keeps conversation productive even if they're not selling.

Warm exit ensures positive brand impression for future.

Do you happen to know anyone who has had thoughts of selling?

Homeowner response

Thanks so much! If I can ever be of service, here's my card or contact info. Have a great day!

The Winning Plays

DOOR KNOCK: BUYER DEMAND

Use this script when door knocking on behalf of a motivated buyer to find potential sellers and referrals.

MULTIPLE OFFERS

Uses social proof and professional persistence without pressure.

Hi, I'm [Your Name] with [Your Real Estate Agency] – how are you today?

Homeowner response

A home just sold in your neighborhood and it received multiple offers. My buyers made an offer but didn't get it, and they're still looking to buy in this area.

Have you had any thoughts about selling your home while demand is this strong?

→ IF YES

Wonderful! I know our clients would love to see the home. (Qualify for their motivation)

→ IF NO

I understand. it's a very desirable neighborhood. I promised the buyers I would ask... Would you happen to know anyone who's been thinking of selling?

Thanks so much! If you ever change your mind, here's my card. Have a nice day!

NO HOMES FOR SALE

Leverages buyer scarcity to create opportunity while remaining service-oriented.

Hi, I'm [Your Name] with [Your Real Estate Agency] – how are you today?

Homeowner response

I'm representing some clients who really want to live in your neighborhood, and there are no homes for sale. Do you happen to know anyone who's had any thoughts of selling?

How about yourself? Have you considered making a move?

→ IF YES

Wonderful! I know our clients would love to see your home. (Qualify for their motivation)

→ IF NO

I understand. it's a very desirable neighborhood. I promised my clients that I would ask...

Thanks so much! If you ever change your mind, here's my card. Have a nice day!

The Winning Plays

JUST-SOLD: CHECK EQUITY AND COLLECT AN EMAIL

Use this script when circle prospecting around a recent sale (it works as either a doorknocking or prospecting script) to spark interest, build future pipeline, and grow your local database.

Combines social proof with urgency to surface selling motivation.

Hey, is this [Name]?

Yes, who's this?

This is [Your Name], local Realtor in [Your Town]. I was calling because – did you hear about your neighbor down the street?

No, what happened?

They just sold their house for \$ [X] over list price and had 25 showings. That's significantly higher than the typical home in your area right now. There's still a ton of demand. Have you or someone you know thought about taking advantage of your equity position as well?

→ IF YES: MOVE TO DISCOVERY AND BOOK THE APPOINTMENT

Soft close that keeps the door open for nurturing.

→ **IF NOT INTERESTED / DON'T KNOW ANYBODY:**

Hey, I'm sure you might buy or sell real estate down the road. Is there an opportunity for us to just stay in touch, you know, in case your home's value changes or anything comes in the neighborhood that might be worth knowing?

Yes, OK!

Secures permission for consistent value touches.

Great - what's the best email for you so I can keep you in the loop?

[From here, make sure you follow up!]

08. ONLINE / PORTAL INQUIRIES

Respond fast. Build rapport.
Book the meeting.

Speed and personalization turn online inquiries into real conversations. These scripts help you connect quickly, qualify interest, and secure appointments.

Script Variations:

1

Help the Buyer Book a Showing

Respond promptly to schedule and confirm a property tour.

2

Qualify and Set a Meeting

Ask key questions to understand needs and propose next steps.

3

Off-Market Advantage

Offer exclusive or pre-market opportunities to stand out and win trust.

The Winning Plays

ONLINE LEAD: HELP THE BUYER BOOK A SHOWING RIGHT AWAY

Using this script when following up with online buyer leads for scheduling a meeting and qualifying their interest.

Opens with warmth to establish a positive tone and reduce resistance.

Combines authority with a soft call-to-action using an either/or close.

Reinforces next steps and expresses enthusiasm, helping to lock in the commitment.

Hello, [Client's Name], this is [Your Name] from [Your Real Estate Agency]. I hope you're having a great day so far!

Hi!

I noticed you've been exploring properties in [specific area]. I specialize there and have helped many clients find their dream homes. I'd love to schedule a brief meeting to discuss your goals. Would [time option 1] or [time option 2] work better?

[Chooses time option]

Perfect! During our meeting we'll review your needs, current market trends, and how I can help you move forward. Does that sound good?

Yes, that sounds good.

Fantastic! I'll send a calendar invite right away. Looking forward to meeting you and discussing further!

The Winning Plays

PORTAL LEAD: QUALIFY QUICKLY AND SET A FIRST MEETING

Use this script when following up with online leads to propose a quick meeting and better understand their needs.

Establishes familiarity by referencing the lead's recent activity.

Hi [Client's Name], this is [Your Name] calling from [Your Real Estate Agency]. I noticed you've been looking at properties in [specific area or neighborhood], and I wanted to connect with you.

Hi, yes I have.

Uses specialization to build credibility.

I specialize in helping clients like you find the perfect home in [specific area]. I'd love to schedule a quick meeting with you to understand your specific needs and discuss how I can assist you in finding the right property. Would either [insert two times here] be a good time for us to meet?

That sounds good. I'm available on [day/time].

Just to summarize, we'll meet to take some time to chat about [specific area] and if it has everything you need. How does that sound to you?

That sounds good.

Closes with clarity and enthusiasm.

I'll send you a calendar invite right away. Looking forward to meeting you and discussing further!

The Winning Plays

ONLINE LEADS REFERRAL

Use this script when contacting referral-based online leads to establish trust and schedule a consultation.

Leverages social proof from a trusted source to create instant rapport and credibility.

Establishes relevance by linking past success with the potential for a new relationship.

Ends with a confident and action-oriented close to ensure follow-through.

Hello [Client's Name], this is [Your Name] calling from [Your Real Estate Agency]. I was referred to you by [Referral Source] who mentioned you might be interested in discussing your real estate needs.

Hi, yes, I'm available.

[Referral Source] recently hired me as their [buyer's/seller's] agent, and I thought we might be a good fit to work together!

Great!

To summarize, I'd love to chat about how I helped [Referral Source] [buy/sell] their home and see if I can do the same for you. How does that sound to you?

That sounds good.

I'll send you a calendar invite right away. Looking forward to meeting you and discussing further!

The Winning Plays

SHOWING REQUEST LEAD: SECURE THE TOUR TIME WHILE HANDLING OBJECTIONS

Use this script when responding to leads from online portals to secure a showing and begin rapport building as their local expert.

Establishes instant credibility by naming the portal and using a friendly tone.

Stacks value by offering a multi-home tour and positioning yourself as proactive.

Hi! This is [Your Name], your [Portal Name] Premier Agent with [Your Real Estate Agency]! How are you, [Client's Name]?

Good, thanks!

I saw that you were interested in 123 Main Street. That's a great home! When would you like to see it today?

→ IF THEY GIVE A TIME:

Perfect! I'll check with the seller and get right back to you. While I have you, were there any other homes you've seen online that you'd also like to check out? I'd love to make the most of your time.

Starts the discovery process naturally while maintaining focus on their goals.

Closes strong with name repetition for recall and personal connection.

What stood out to you about those properties?

Do you have a target date to be in your new home, or are you a bit more flexible?

→ IF TIMELINE IS FLEXIBLE:

Perfect! I'll text you my contact info and confirm the showing time. I'll also send over a few more listings that match what you're looking for. Sound good?

Perfect, thank you so much!

Again, my name is [Your Name], and I'll be in touch shortly.

The Winning Plays

OFF-MARKET TEXT: TEASE A DEAL AND CAPTURE OPT-IN FAST

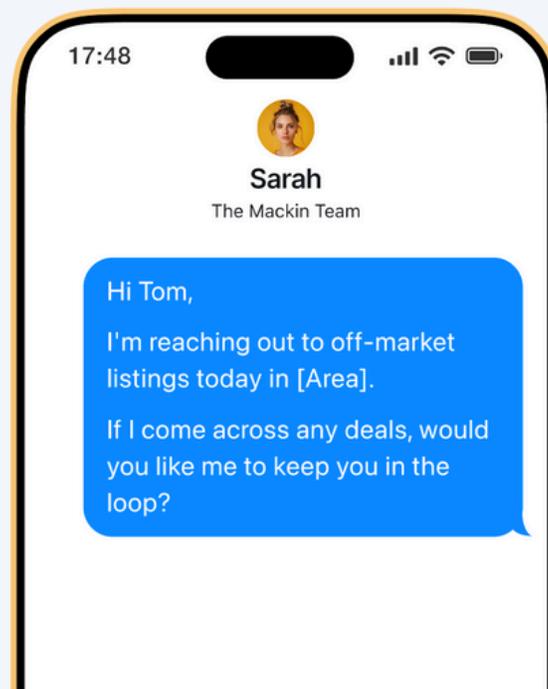
Use this script when texting online buyer leads to offer value and start a conversation about off-market inventory.

Soft CTA that sparks curiosity without pressure, making it easy for leads to say yes.

Hi [Client's Name],

I'm searching for off-market listings today in [Local Area].

If I come across any deals, would you like me to keep you in the loop on those opportunities?



The Winning Plays

INBOUND BUYER LEAD: CONFIRM NEEDS AND TIMELINE IN MINUTES

Use this script when responding to inbound buyer inquiries from property portals or lead sources to qualify interest and guide toward a showing.

Quickly pivots from vague memory to discovery, keeping the conversation productive.

Creates forward motion while gathering insight on their motivation and preferences.

Hi [Client's Name]?

Hi, this is [Your Name] with [Your Real Estate Agency]. You inquired about 123 Main Street, and I was curious; what questions do you have about it, or when would you like to take a look at it?

→ IF THEY HAVE QUESTIONS:

Respond with detailed answers to their specific questions.

→ IF "I don't really remember that home":

What does your ideal home look like?

→ IF THEY WANT TO SCHEDULE A SHOWING:

Great, I'm going to check and make sure that time works. Let me ask you this—because real estate moves fast, if it is available, what attracted you to that home?

The Winning Plays

BUYER CONVERSION: OFF-MARKET ADVANTAGE + VIP ONBOARDING

Use this script when calling or texting buyer leads to offer a VIP program and qualify interest in off-market homes.

A powerful curiosity hook that taps into the buyer's fear of missing out.

A casual, low-commitment ask that transitions smoothly toward an appointment.

Removes pressure by emphasizing value regardless of outcome.

If I were to find an off-market property that's a perfect match for what you're looking for, would you want to hear about it?

Absolutely!

Great. Do you have a few minutes to hop on a quick Zoom call?

I'd love to share the strategy my team uses to help our clients win big in today's market. It's a great opportunity for us to connect and see if we'd make a strong team in your home search.

If it feels like a good fit, I'd be happy to onboard you as a client into our VIP Buyer Program. Either way, the insights I'll share will be incredibly valuable.

Sounds good!

The infographic is titled "CAROLYN YOUNG TEAM" with the tagline "PURE ENERGY" below it. The main heading is "BUYER SERVICES". The services are organized into two columns, each with an icon and a text description. The left column includes: a smartphone icon for "Buyer Need Social Media Post", an envelope icon for "Direct Makers", a telephone handset icon for "Circle Dial Desired Neighborhood", a house with a checkmark icon for "Call All Expired And Withdrawn Listings", and a telephone handset with a checkmark icon for "Call Droite Management To See if They Have Heard Any News Of Properties Selling". The right column includes: a group of people icon for "Call Top Agents In Town To See if They Have Any Off Market Listings", a door icon for "Door Knock Desired Neighborhood", a house with a "FOR SALE" sign icon for "Call All FSBO's", and a group of people with a checkmark icon for "Check With Our Previous Clients To See if They Would Like To Sell Or if Neighbors Do". At the bottom, contact information is provided: "Direct: 703.297.8085" and "www.carolynyoungteam.com". A small number "1" is in the bottom right corner.

CAROLYN YOUNG TEAM
PURE ENERGY

BUYER SERVICES

- Buyer Need Social Media Post
- Direct Makers
- Circle Dial Desired Neighborhood
- Call All Expired And Withdrawn Listings
- Call Droite Management To See if They Have Heard Any News Of Properties Selling
- Call Top Agents In Town To See if They Have Any Off Market Listings
- Door Knock Desired Neighborhood
- Call All FSBO's
- Check With Our Previous Clients To See if They Would Like To Sell Or if Neighbors Do

📞 Direct: 703.297.8085
🌐 www.carolynyoungteam.com

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09. SOCIAL MEDIA DMS

Respond fast. Build rapport.
Book the meeting.

Speed and personalization turn online inquiries into real conversations. These scripts help you connect quickly, qualify interest, and secure appointments.

Script Variations:

1

Probe Early-Stage Buyer Interest

Move a DM to Zoom and uncover needs.

2

Offer Updates and Capture an Email

Turn casual comments into contact info.

3

Confirm Budget and Swap Contact Info

Nail down price range and get an email.

4

High-Intent Buyer

Convert engaged followers into consults.

The Winning Plays

INSTAGRAM DM: RESPOND AND PROBE EARLY-STAGE BUYER INTEREST

Use this script when replying to an inbound message from a relocation buyer to move the conversation onto a Zoom call and uncover needs.

Warm enthusiasm builds instant rapport in text form.

Moves the DM to a live consult where commitment is higher.

Hey, [Name]!

Thank you so much for responding. It means the world to me to get this message...I opened it and smiled ear to ear.

Yeah, sounds awesome that your husband is moving here. What an exciting time for you guys!

It sounds like school districts are really important for y'all, and Wake County has some great ratings.

Let's set up a quick Zoom at a time that's convenient for you, so I can hear your timeline, dream-home features, and everything else. Then we can empower you for this move!

The Winning Plays

MARKET-ALERT DM: OFFER UPDATES AND CAPTURE AN EMAIL

Use this script to engage a casual commenter who is “just looking” and begin soft qualification.

Offers immediate value while keeping the door open for follow-up.

Hey [Name], thanks for the comment. When are you looking to make a move?

Just looking for now.

Nice, always good to get an idea of what’s happening. What areas do you like?

West of Houston.

Great choice! You can browse properties online here (link to listing portal). Please let us know if any questions come up.

The Winning Plays

BUYER DM: CONFIRM BUDGET AND SWAP CONTACT INFO

Use this script to nurture a prospect who plans to buy within the next year and has specific land needs.

Demonstrates quick action and sets expectation of tailored listings.

Hey [Name], thanks for the comment on our post. When are you looking to make a move?

Hey, within the next 6–8 months.

Nice, always good to get an early start. Did you have a particular area you're looking in?

Sealy, Brookshire, or somewhere in that direction –we're looking for 3–5 acres.

Good deal. I can send over some options – what price point were you looking to stay within? And what's the best email for you?

Thank you! Below \$500K and [Client Email].

Just sent a few your way – some are on less than 3 acres but included them because they're more move-in ready.

The Winning Plays

SOCIAL MEDIA DM: HIGH-INTENT BUYER

Use this script when a follower engages with a market poll and expresses strong interest in buying soon. The goal is to offer value, uncover details, and guide them to a consult.

Opens casually by referencing a recent poll or IG story interaction.

Hey there, thanks for your vote. Always good to stay informed on what's going on – what's your address?

I'm currently in [Area] but looking to buy a house very soon, so anything helps!

Offers a helpful tool and transitions into discovery.

Nice – I can set up a market alert for where you're looking to buy. What areas are you considering?

Not sure yet, still trying to figure that out. We've recently moved from California, so still getting familiar with the areas.

Clear CTA that moves them toward a scheduled consultation.

Gotcha – happy to chat more about the areas, etc.! I've definitely helped others navigate similar situations. [Calendly link] – grab a time that works and we'll dive into neighborhoods, budget, and timing together.

10. EXPIRED LISTINGS

Reconnect. Reframe. Win the appointment.

Expired listings are a second chance for sellers, and for you. These scripts help you re-engage, address past frustrations, and position yourself as the better choice.

Script Variations:

1 Re-Engage the Owner

Open with curiosity and steer toward their original motivation to sell.

2 Break the Pattern

Use fresh insights and empathy to stand out from other agents.

3 Follow-Up Conversations

Keep the door open with value-driven check-ins until they're ready.

The Winning Plays

EXPIRED LISTING: RE-ENGAGE THE OWNER AND WIN A PREVIEW VISIT

Use this script when calling expired listings to re-engage the homeowner and uncover their motivation so you can confidently book a listing appointment.

Opens with curiosity and clarity—acknowledging the expired status while steering toward their original motivation.

Uses a confident, assumptive close with limited options to streamline decision-making.

Hi, is this [Client's Name]?

Hi [Client's Name], my name is [Your Name] and I'm with [Your Real Estate Agency]. I noticed your home is no longer on the market, and I wanted to see: Is it still an important goal for you to get the home sold?

IF YES:

Great! Let's set a time to review our proven plan to get homes sold. We have [Day & Time] or [Day & time] Which time works better for you?

IF NO / MAYBE / DON'T KNOW:

I can certainly understand. It may be a difficult decision after what you just experienced. Let me ask you a few questions to help clarify your next steps:

Reconnects them with their original motivation.

If you had sold the home, where were you planning to move? Is that still your goal?

How soon did you need to be in _____?

Invites them to express pain points.

What do you feel stopped your home from selling?

Has anyone evaluated your previous time on the market and explained why your home didn't sell?

Frames the next step as helpful and logical, reducing resistance to meeting.

[Client's Name], would a proven plan to successfully sell your home help you make the best decision moving forward?

CLOSING

Keeps the commitment small and time-specific to lower friction.

Perfect! Let's set a time to meet for 15-20 minutes so you can see exactly what it will take to get your home sold. We have [Day & Time] or [Day & time] Which time works better for you?

The Winning Plays

EXPIRED LISTING: BREAK THE PATTERN AND SCHEDULE A STRATEGY SESSION

Use this script to re-engage expired listings by combining pattern interrupts, motivation questions, and empathy to earn a short strategy meeting.

Option 1:

Hi, is this [Client's Name]? I'm [Your Name] at [Your Real Estate Agency]... I realize this call is unexpected, but I was surprised to see your home didn't sell. So I took the liberty to do a little research and identified [X] things online and in the MLS that could have been the issue. But I'm getting way ahead of myself! If you received a great offer yesterday, did you still want to sell the home or had you already given up?

Option 2:

Hi, this is [Your Name] with [Your Real Estate Agency]. I noticed your home came off the market recently, and I'm reaching out because I specialize in helping homeowners like you sell quickly and at the best price. Can you tell me a bit about your experience with your previous agent?

Pattern Interrupts:

**If I brought you a full-price, all-cash offer yesterday... would you have accepted it?
If you liked the offer, where were you planning to move once it closed?
Why [Location]?**

I know this call is unexpected, but I just have a quick question about your home.

Motivation Questions:

**Where were you planning to move when you listed your home?
What do you think prevented your home from selling?**

Empathy Script:

I completely understand how you feel; many of my clients felt the same way until we worked together.

Closing for the Appointment:

Would it be worth 15 minutes for me to show you the four biggest marketing mistakes I uncovered?

If I could show you a proven plan to get your home sold quickly and for the best price, would it be worth a quick 15-minute meeting?

The Winning Plays

EXPIRED FOLLOW-UP: RE-IGNITE MOTIVATION AND SOFTLY SET A MEETING

Use this script when following up on older expired listings to uncover motivation, and offer value with either a soft close or full appointment.

Casual opening lowers resistance and invites an easy update.

Creates a referral or future lead opportunity while offering a relevant service.

Hi, my name is [Your Name], and I'm with [Your Real Estate Agency]. I was going through some old files and noticed that your home was for sale a while ago. I was wondering, did it sell or is it still available?

→ IF THEY SAY "WE SOLD IT":

Ok, that's great! What area did you move to?

→ IF IN-STATE:

Can I have an agent reach out to update your home's value in the current market?

→ IF OUTSIDE THE STATE:

That sounds nice – I'm glad to hear you reached your goals! (Wish them well and end the call.)

Opens the motivation conversation by revisiting their original plans.

→ IF THEY SAY “IT DIDN’T SELL”:

I’m so sorry to hear that. If you had sold this home, where would you have gone next? Is that still your goal? When would you like to be there?

[Client’s Name], when it was on the market, what do you think stopped your home from selling? Has anyone reviewed your previous time on the market and explained why it didn’t sell? [Client’s Name], would a proven plan to successfully sell your home help you make the best decision moving forward?

Uses a soft pre-frame and assumptive close to secure the appointment without pressure.

CLOSING

→ IF THEY SHOW INTEREST DURING THE CONVERSATION: APPOINTMENT CLOSE

How about we do this: let’s meet for 15–20 minutes so you can see what it will take to sell your home. We have [Day & Time] or [Day & time]. Which works better for you?

→ IF THEY DON’T WANT TO SET AN APPOINTMENT:

INFORMATION CLOSE

Getting their email builds micro-commitment and sets up a deeper conversation.

When was the last time you had an update on your home’s value in the current market? I’d be happy to email it to you, and we can follow up later if you have questions. What’s the best email to send this to you?

Thank you for taking the time to speak with me – have a great day!

Top Objection Handlers

Challenges loyalty gently by prompting to define expectations.

"I'm re-listing with the same agent."

Option 1:

I understand that loyalty is important. Let me ask—your home was on the market for [X months], and the average time to sell is [Y weeks]. What's your expectation this time? Specifically, what will they deliver in round two?

Positions you as a low-risk second opinion.

Option 2:

That's great. Let me ask: your home was on the market for [X months], and it didn't sell. If there's even a small chance I could offer a fresh perspective and get it sold this time, wouldn't it be worth a 15-minute chat?

Tests if motivation is still there under the surface.

"We're not selling anymore."

Option 1:

That makes sense, especially after a stressful experience. Let me ask: if you had received an offer at your asking price, would you have taken it?

Option 2:

If selling is still in your future, even six months from now, it might be worth a quick conversation to explore how we can make the process smoother next time.

Offers value without attacking their decision.

"We're going to sell it ourselves."

Option 1:

That's understandable, many people feel that way. Let me ask—when your home was on the market, did you get a lot of calls from buyers or mostly from agents?

Option 2:

If I could show you how working with me could save you time and even net you more money, would it be worth a 20-minute meeting?

Top Objection Handlers

Reframes inflated pricing as a red flag – and positions you as honest and data-driven.

Option 3:

That's a great approach if you have the time and expertise. Most homeowners who try selling themselves realize how much effort it takes. If I could show you a way to save time, avoid stress, and potentially make more money, would that be worth exploring?

“Another agent said they could sell it for way more.”

[Client's Name], I could line up 1,000 agents outside your door – and every good one is looking at the same comps. We all see the same data. So if someone's quoting you a price that's way above what buyers are actually paying, I'd ask: why are they doing that? Are they not looking at the same facts?

Let me ask you this: Are you open to a weekly check-in where we review marketing results, showing feedback, and any shifts in the market?

Yes!

How does [Friday at 2 PM] or [Monday at 10 AM] work for that weekly update?

Friday at 2 PM works well.

Perfect. I'll send you a quick summary email before each call so you have time to review the data. Sound good?

11. FSBOs

Win trust. Show value. Earn the listing.

FSBO sellers often try to go it alone. These scripts help you connect, prove your value, and position yourself as the agent who can get it sold.

Script Variations:

1

Confirm Their Plans

Learn their goals, timeline, and motivation to see where you can help.

2

Preview the Property

Visit in person to build rapport and open the door for value conversations.

3

Overcome Objections

Address concerns with empathy, facts, and proof of your results.

The Winning Plays

FSBO: CONFIRM THEIR PLANS AND BOOK A PROPERTY PREVIEW

Use this script when calling For Sale By Owner leads to offer help, uncover motivation, and softly position yourself as their future listing agent.

Opens with value and collaboration instead of pressure, lowering resistance.

Hi, I'm calling about the house for sale by owner. Are you the owner?

Yes.

Great! This is [Your Name] with [Your Real Estate Agency]. The reason I'm calling is because I work with a lot of buyers, sellers, and for sale by owners in your area, and wanted to find out; what can I do to help you? By the way, again my name is [Your Name]. What is your name?

Sarah.

Hi, Sarah. As I mentioned, I'm calling to see how I can help. Generally, that help comes in one of three ways:

Number 1 is I'm a resource; disclosures, painter, carpeting, cleaner, landscaper, etc.

Number 2 is I may bring you a buyer; I'd like to come preview your house to see if it's a fit for anyone I'm working with now or in the near future.

Gives them control while planting the seed for a future listing.

Number 3 is, if you ever feel the need to hire a professional – as most FSBOs do – I'd simply like to apply for the job. Does that sound fair?

Yes!

Are you cooperating with buyers' agents who bring you qualified buyers? When you sell this house, where are you going next?

We're moving to [Area].

That's exciting! How soon do you need, or want, to be there?

Great!

Why did you decide to make the move?

We're just after some more space.

Terrific! How would you rate your motivation to sell your house right now – low, medium, or high?

I'd say it's medium right now.

Good for you! How are you currently marketing it?

We've made a post on Zillow and Realtor.com.

I see – that's great! How did you determine the price you're asking?

We've been looking at other properties in this area.

Got it! I'm curious – why did you decide to market the house yourself, rather than hire a professional agent?

We didn't think we needed the help; we've sold one ourselves before.

Offers a clear win-win with no hard close, just consideration.

If you were to hire an agent, what would you expect from them?

We'd want someone who's communicative and can bring real buyers.

Excellent! I know I'm calling you out of the blue, but have you heard about the strategies I use to sell homes for top dollar?

No.

[Client's Name], if I could help you get your property sold and [insert motivation] - and still net you the money you need - would you at least consider interviewing me now?

Yes, I'd think about it.

Perfect! I have a couple of times available. Would (today) at 6 p.m. or (tomorrow) at 10 a.m. work best?

The Winning Plays

FSBO PREVIEW: EXPLAIN YOUR STRATEGY AND EARN THE LISTING

Use this script when contacting FSBO leads to preview the property, uncover motivation, and guide the conversation toward a financial strategy meeting.

Opens with a non-threatening offer to preview, not pitch – lowering resistance.

Hi, is this [Client's Name]? I'm calling about the home you have for sale.

This is [Your Name] with [Your Real Estate Agency]. As an area specialist, my goal is to know about all the homes for sale in the marketplace for the buyers I'm working with. I will be in your neighborhood [Day] at [Time], then again on [Day] at [Time]. Would either of those times work for me to preview the property?

→ IF YES: START LISTING PROCESS

→ IF NO / DOESN'T WANT TO SET APPOINTMENT: CONTINUE TO QUESTIONS

Opens with a non-threatening offer to preview, not pitch – lowering resistance.

Gently opens the door for future agent involvement by inviting their reasoning.

Future-paces the idea of hiring you without pressure.

1. **I work with a lot of buyers, sellers, and for sale by owners in your area, and wanted to find out – what can I do to help you?**
2. **When you sell this house, where are you going next? Do you have to sell this home first to close on the new one?**
3. **What is your ideal time frame? How soon do you need to be there?**
4. **What methods are you using for marketing your home?**
5. **How did you determine the price you're asking?**
6. **Why did you decide to market the house yourself, rather than hire a professional agent?**
7. **How long do you think you'll continue selling it yourself before considering hiring a strong agent to get it sold?**
8. **Why don't we get together for 20 minutes or so... Consider it a Financial Strategy Meeting... so we can discuss how we can help you achieve your goals: I have [Day] at [Time] or [Day] at [Time]. Which works better for you?**

TOP OBJECTION HANDLERS

"We're going to sell it ourselves."

Option 1:

That's understandable, many people feel that way. Let me ask: when your home was on the market, did you get a lot of calls from buyers or mostly from agents?

Option 2:

If I could show you how working with me could save you time and even net you more money, would it be worth a 20-minute meeting?

Option 3:

That's a great approach if you have the time and expertise. Most homeowners who try selling themselves realize how much effort it takes. If I could show you a way to save time, avoid stress, and potentially make more money, would that be worth exploring?

12. REFERRALS

Stay top of mind. Ask with purpose.
Grow your network.

Referrals come from relationships you've earned. These scripts make asking natural, valuable, and easy for your clients and contacts to say yes.

Script Variations:

1 Client Referral Activation

Position the ask as a way to help someone they know, not just you.

2 Buyer-Need Call

Share an active buyer's search to spark leads in their neighborhood.

3 Reciprocal Referral Conversation

Offer to send them referrals too, creating a two-way relationship.

The Winning Plays

CLIENT REFERRAL ACTIVATION SCRIPTS

Use this script when following up with satisfied past clients to spark referrals naturally through value-driven conversation.

Market-Update Referral Invite

Hey Tom, do you know anybody who's been considering buying or selling real estate in 2025 that would benefit from this type of consultation and market update?

Position the referral as a favor they can do for someone, not for you.

Listing-Specific Ask ("Who Do You Know...")

I'm holding an open house this weekend in [Area]. Who do you know—maybe from church or work—who might be looking to relocate to [Area] under [price]?

Structure Ties the ask to a real event, making it more relatable and specific.

Curiosity-Based Prompt

How open would you be to helping a friend avoid the mistakes a lot of people make when buying a home?

Leans on their instinct to protect friends, not promote you.

Post-Closing Reinforcement

It's been great working with you. Just out of curiosity, who do you know that might be looking to make a move in the near future?

Soft ask keeps it light and preserves rapport at closing.

Reciprocal Referral Conversation

A big part of what I do is offer value to my clients. I actively refer my customers whenever possible. What's the best way for me to refer people to you?

Reciprocity frames you as a giver, not just a taker.

The Winning Plays

BUYER-NEED CALL: ASK NEIGHBORS WHO MIGHT SELL SOON

Use this script when calling around a buyer to uncover potential off-market sellers and grow your listing pipeline.

Opens transparently with a clear value proposition tied to a real buyer need.

Light humor disarms and frames the ask as a professional duty.

Turns a “no” into future nurture.

Hi [Name],

This is [Your Name] calling with [Your Real Estate Agency]. I know this call is unexpected, but I’m reaching out because I’m working with a buyer who hopes to find a home in your neighborhood. I promised them I’d do everything I could to help—which is why I’m calling a few neighbors to see if anyone has even the earliest thought of selling. I’d be a terrible Realtor if I didn’t ask—would you consider selling if you got a great offer?

→ IF YES: START DISCOVERY AND BOOK THE APPOINTMENT

→ IF NO / NOT NOW:

Totally understand. Would it be okay if I stay in touch with occasional neighborhood updates, so you can track your equity position?

Great what’s the best email for you?

 Sarah (Agent)
The Mackin Team

Hi Tom,
This is Sarah calling with Tha Mackin Team.

I know this call is unexpected, but I'm reaching out because I'm working with a buyer who's hoping to find a home in your neighborhood.

I promised them I'd do everything I could to help—which is why I'm calling a few of the neighbors to see if anyone's had even the earliest thought about selling.

I'd be a terrible Realtor if I didn't ask...would you consider selling if you got a great offer?



THANK YOU TO OUR CONTRIBUTORS

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