

Scripts and dialogues for follow-up calls

Got a potential vendor who opened your Price Updates several times?
It's time to strike while the iron is hot.

Get on the phone and give them a call. Use this script:

"Hi *[client name]*, this is *[your name]* from *[your agency]*. It's been a while since we last chatted. We've been seeing buyer interest in your area at around the *[\$X - \$X]* mark, and I'm wondering if you are interested in getting an updated appraisal of your property. Are you interested?"

For vendors who are too busy to talk or commit, try:

"I understand you're very busy. Instead of a full appraisal, how about I send you a quick market snapshot of comparable recent sales near your property?"

Tom's top tip for converting more prospects to appraisals in follow-up calls:

Make it easy for the client to do business with you. If they don't want to commit to a meeting, use Realtair's Price Update template to create a tailored presentation showing them comparables in their area. That's your opportunity to show them that you're their agent, before they know they need an agent.

Want more prospecting resources?
bit.ly/tom-panos-prospecting-rocket-fuel



**TOM
PANOS**

