

# BUYER CALL SCRIPT

**Buyer:** Hello I was calling on your property at 123 Main Street.

**Agent:** OK, excellent. May I have your name?

**Buyer:** Yes, my name is .....

**Agent:** Excellent (name of Client). I'm going to get the information on the property for you. (While pulling up the property try to multitask) How are you doing today?

**Buyer:** Ok, thank you.

**Agent:** (While pulling property) While I get that information.... are you currently working with a real estate agent?

**If No:** Great I'd love to talk to you about what we do here to go above and beyond for our clients. Our team here at Town Square has over 20 years of experience.

**If yes:** Say "Excellent! Are you happy with your agent so far?"

**If yes:** Great. I have the info for you. Anything specific you would like to know about this property?

**Agent:** Are you planning on buying with cash or do you intend to get financing?

**Buyer:** We are getting financing

**Agent:** Ok sounds good. Are you working with a lender?

**If yes:** Agent: Would you be interested in getting a second opinion to compare rates and closing costs:

**If yes:** Great we work with an awesome lender who is backed by one of the largest Mortgage Companies in the country. We have found through our experience working with him that he has a 100% satisfaction rate, with clients closing on time or earlier. Would it be OK if I had him give you a call? His name is Shonn Cournyer.

**If No:** I would be happy to refer you to our lender partner. We only refer him because of the service and awesome rates he offers our clients. We don't get paid to say that either it's truly based on our experience with him. Would it be ok if I had him call you?

**Buyer:** ok sure

**Agent:** Ok I have the info on that property for you. (Give Info)

When would it be an appropriate time to look:

What specifically are you looking for in a home:

Ok so as you get started redfin and zillow and other third party sites are great for getting educated on the market. However sometimes they are not as accurate as our MLS system that only agents have access to. I'd like to set up a personalized web page directly from the MLS to get you the most accurate data available. Does that sound ok?

Also, I do attend local caravans and can pitch your needs to other real estate professionals who have listings coming on the market. I can get info on these upcoming listings before going on the market.

Great!

I'll follow up with you in a couple of days to see how it's working out for you.