

The Lead Follow-Up Scripts

Hot Lead Script...

Hi _____ this is _____ with _____ how are you doing today?

I'm calling with 2 questions ...

1. When do you want to put your home on the market? Or how soon do you want to find ... & buy your new home?
2. Can we start the process this week?

Hi, I'm looking for _____ ... Hi _____ my name is _____ ... I'm calling to see ... when you plan on interviewing the right agent for the job of selling your home?

1. If you were to move ... where would you go next? That's exciting!
2. And when would that be? (3 months) Fantastic!
3. Obviously ... you realize it could take 1 to 3 months in this market to get a home sold ... did you know that? (No) Terrific!
4. So ... my question is ... do you have to be sold in 1 month ... or do you want to start selling at that time? (Sold) Wonderful!
5. Fortunately ... to get you one step closer to ____ ... all we need to do now ... is simply set an appointment ... so I can help you get what you want ... in the time you want ... won't that be great? Fantastic!
6. Which would be better for you ... Monday or Tuesday at 4pm?

(If no) Have a great day... good bye... click!

“Remember the 3, 3, 3, Concept”- For expireds & hot leads.

1) Only let the phone ring **3** times. 2) Only call a lead **3** times. 3) Only talk to a lead **3** times.