

Agent Scripts: Maximizing the First Call With a Connection

Building a relationship with a potential client begins the second you're connected. This means that the first time you get on the phone with a connection, you have one overarching goal: to establish a rapport that will lead to a face-to-face meeting.

Inspiring buyers to engage with you will greatly help your chances of booking an appointment with them.

A smooth and easy intro

Here's a simple script (and one pivot) you can use when speaking to a connection for the first time.

- **Agent:** Hello, [buyer's first name]. My name is [name] and I'm with [brokerage]. Zillow tells me that you liked the listing on [street]. What drew you to that listing in particular?
- **Buyer:** [Responds]
- **Agent:** What's your time frame for purchasing? Did you just start looking?
- **Buyer:** [Responds]
- **Agent:** Great! I know the area well! I would be happy to meet with you to discuss this property — and learn more about what you're looking for in general. What's your availability over the next few days?

If they agree to meet:

- **Agent:** OK, great. I look forward to meeting you on [day] at [time]. I'll give you a reminder the day before. In the meantime, I'll also look to see what else might be available in that area. Are you OK with me sending you additional properties?
- **Buyer:** [Responds]
- **Agent:** How would you prefer that I contact you? Text? Email?
- **Buyer:** [Responds with preference]
- **Agent:** Wonderful. Thank you, [buyer]. I look forward to assisting you!

If they're not quite ready to meet with you:

- **Agent:** Is there anything else that I can do for you, *right now*, to help?
- **Buyer:** [Responds]
- **Agent:** OK, great. I realize you're not quite ready to meet, but do you mind if I stay in touch with you? If so, how would you prefer that I contact you? Text? Email?
- **Buyer:** [Responds with preference]
- **Agent:** Wonderful. Thank you, [buyer]. I'm here if you have any questions that come to mind down the road. Feel free to contact me any time!

Listen, ask, answer, plan

Here are some tips to build trust and reach your goal of booking a face-to-face appointment during that first call.

- **Listen.** Take time to listen and understand your customer's needs during your first conversation. This helps set the stage for a successful relationship.
- **Ask.** Gain an intimate understanding of how you can best serve your potential client by asking them focused questions that illuminate the goals of their home search.
- **Answer.** Address all their questions to ease their concerns, demonstrate your knowledge and expertise, and validate why you're the right agent for them.
- **Plan.** Establish a follow-up plan with clear and defined next steps.