

Basic ALM Script

The ALM framework helps you structure your calls with potential clients according to three important talking points: **A**ppointment, **L**ocation, and **M**otivation. It's designed to help you achieve a crucial goal: scheduling an in-person meeting with the prospect. Here's a basic ALM script and best practices to put the framework in action.



First, an introduction

- Ever heard the phrase “the close happens in the opener”? Keep that in mind the next time you’re on a connection call. Adopt a nice, friendly tone and clearly state your name, brokerage, and the fact that you’re a StreetEasy Expert.
- Explain your role, and that you’ve been connected because you’re an expert in their building, neighborhood, or property type of interest.

Hi [contact name]! This is [your name] with [brokerage]. I saw you inquired about 130 5th Ave. StreetEasy referred you to me, as I’m an Expert buyer’s representative and have done several deals in this [building/neighborhood].

A

Appointment

- Assume the prospect is reaching out to book an appointment, because they are!
- When agents ask for an appointment as the first question, 80% of the time they get it. When they ask in the middle or end, that can drop to an average of 20%.

This is a great [apartment/building]. When are you available to go take a look at it?

L

Location

- It's rare for a prospect to buy the first home they inquire about. If you only focus on that one listing, you're leaving money on the table.
- There's a chance the property they inquired about is no longer available, but we do not recommend telling them this. Focus on the discovery, not the disappointment. If it's unavailable, you'll want to have back-up properties to show at the appointment.
- Look at the prospect's search activity or recommend similar homes to the one they inquired about.

Are there any other properties you're interested in seeing while we're out? I can show you anything available on the market.

Would you mind if I searched for additional homes for you?

 M

Motivation

- Show the prospect you care about finding the best home *for them*, not just making a sale.
- Look for opportunities to build rapport. Why are they looking to move? What's their timeline? What do they want and need in a home?
- By knowing their motivations, you won't waste time showing them properties they don't want.

What interested you in this listing? What do you like about the home?

How long have you been looking for a place?

What's missing in your current home?

What are some of your dealbreakers or must-haves?