

# Talking Points for the First Conversation



As a StreetEasy Expert, you're already taking steps toward making sure your business maintains growth. But one of the most overlooked parts of building your business is nailing that initial conversation. It's the first impression you make and a chance to establish rapport. Use these scripts containing important talking points to ensure success, and most importantly, generate a second call or first meeting.

## First conversation talking points

Whether you're speaking on the phone or via text, be sure to hit these important talking points.

### **Introduce yourself, speak to your expertise, ask for an appointment**

Hi, [contact name]! This is [your name] with [brokerage]. How are you today? I'm excited to connect with you as I saw you requested information about 130 5th Ave. This is a great [building/apartment/neighborhood] and I've helped several buyers here recently. When would you like to see it?

### **Disclose your role (Example 1)**

Great! I'll follow up with the seller's agent and confirm us for [day/time]. To be clear about my role, StreetEasy referred you to me, as I'm an Expert buyer's representative and have done several deals in this [building/neighborhood].

**Disclose your role (Example 2)**

Great! I'll follow up with the seller's agent and confirm us for [day/time]. To be clear about my role, I'm a buyer's agent and would be representing you, the buyer, at no cost to you.

**Ask questions, gather more information, build rapport**

Tell me a little about your search! How far along are you in the buying process? Is this your first time purchasing in NYC?

**Establish the buyer's motivation**

What in particular attracted you to this listing? Are you considering other neighborhoods? What are some of your must-haves?

**Elicit other properties to see**

Have you seen other properties on StreetEasy or elsewhere that you're interested in checking out?

The goal is to keep the conversation friendly and upbeat, informative but brief, and to secure the initial showing.