Answering
Ad and Sign Calls

Hi, this is (your name) how may I help you? **(***Wait, listen and acknowledge their answer. Use one of the responses below…)*

How much is this house?

This home is priced at _____, is that the price range you are interested in?

Where is this house located?

This home is located in _____, is that an area you're interested in buying in?

I am not ready to move.

I appreciate that, many of the people we work with are in the same situation. Are you looking to move in 3 or 6 months?

I have to sell my house first.

I can appreciate that. Is your house currently on the market?

I don't think I can afford that.

Well, what price range do you feel comfortable buying in?

I don't know what I can afford.

Well, we work closely with (Lender's Name) at (Lender Company Name) and what I would like to do is have (Lender's First Name) give you a call and discuss the mortgage options that are available to you. That way you will know how much house you can really afford and we can work together to find your new home, that sounds good doesn't it?

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