SCRIPTS & DIALOGUES–
PROSPECTING SCRIPTS

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Compliments of JUDY MARKOWITZ
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Prospecting for Platinum – How telephone and face to face prospecting can make you (and your team) rich!

Canvassing Script

Hi, my name is _____ and I'm a realtor with Judy Markowitz, on The Energized Realty Group, and we just sold _____ and we generated a lot of activity for the area, so I was wondering if you might be interested in:
Selling
Making a move – within the next few_____?

YES

Great the market is extremely strong. I work with Judy Markowitz (memory Peg) when would be a good time for you and your family to meet about getting the house sold

(OK)

May I have your name and phone number? Great, I'll have Judy call you, when would you like her to do that, say in the next two hours or this evening? GREAT! Here's a little magnet to thank you for your time, thanks and have a great day!

NO

Well, great, I don't blame you, you live on a fantastic block (great location) etc. (by the way, how long have you lived here? Try to probe for the future)

Here's a little magnet (or other item) to thank you for your time, thanks and have a great day!

Dialing for buyers (Script 1)

Good evening, may I speak with _____ please? Hi _____, my name is _____, I'm calling on behalf of Judy Markowitz &The Energized Realty Group, you called us regarding a property we had for sale. Are you still looking to buy a home?

YES - Great! I am Judy's Buyer Specialist. Let's talk about what you are looking for (go to Buyer Questionnaire). Thank you (repeat their name), and have a great evening!
Why? Do you have anything? – Well, Judy has just listed some great homes at excellent values. What I'd like to do it take a few minutes to find out your wants and needs in a home so this way we can best assist you. Fair enough?
No – Thank you and have a great evening!