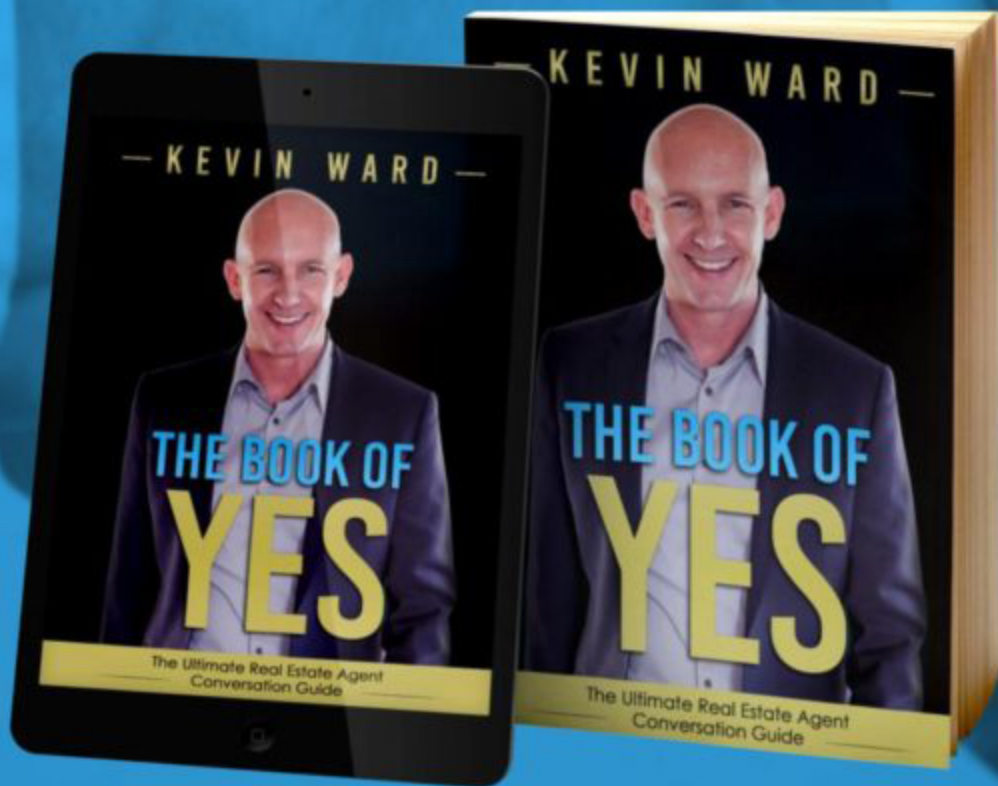


THE BOOK OF YES

SCRIPTS

The Ultimate Real Estate Agent Conversation Guide
by *Kevin Ward*



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GET MORE YES'S AND MORE SUCCESSES IN BUSINESS... AND IN LIFE

PROSPECTING SCRIPTS

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YesMasters® PERSONAL CIRCLE SCRIPT

For use with Past Clients and Sphere of Influence

1. Hi, _____. This is _____ at _____... How are you....?* () Great!
2. _____, the reason I'm calling today is because...I need your help! ... Do you have a quick minute? (Sure!) Great!
3. * I've set a goal to help at least _____ people this year...who are either going to be buying, selling, or investing in real estate....and...

OR There are some tremendous opportunities right now...in the real estate market... [insert current information of value if available]....and...

4. I was wondering... who you've talked to recently that's looking to... buy a home,... sell a property, or...invest in real estate...in the next month or so...that I can help? ()
I appreciate you thinking about it...
5. Have you bumped into anyone at work? ...or in your neighborhood? ...any family members? ...or at church [etc]...that might need my help? Fantastic!
6. What would be the best way for me to contact them?**() Awesome! Thank you!
7. I will give them a quick call...and introduce myself to them...and see what I can do to help!
Is there anyone else you can think of? () Excellent!
8. So...when do you think you might be ready to...make a move...or...invest in real estate? ()
Good for you!

***[OPTIONAL ICEBREAKER...if you have not talked to them in while]:** "I was just thinking about you...in fact I've been meaning to call you...and I decided...today...I was just going to pick up the phone and actually call you...so how are things going?" () Wow!

****[OPTIONAL]** And you know I will take great care of them---because I want both yand them to be glad you referred me to them. So, what's the best number for me to reach them? () Perfect!

[HOW TO INTERRUPT a talkative PC]: Hey, _____. I'm so sorry to have to do this. I've got an appointment* I have to run on right now. I'm so excited to hear more about _____. Why don't you give me a call some evening in the next week or two... and let's catch up? (Sure.) Great! Thanks.

**[Your appointment is to stay on your prospecting schedule.]*

YesMasters® PERSONAL CIRCLE SCRIPT

MODIFICATION FOR A NEW AGENT

1. Hi, _____. This is _____... How are you....?*() Great! _____, the reason I'm calling today is because... I need your help! ...Do you have a quick minute? *(Sure!)* Great!
2. In case you haven't already heard, I recently launched my career in real estate!
Yeah...I'm very excited about it! And...I've set a goal to help at least _____ people in the next 3 months**...who are either going to be buying, selling, or investing in real estate....and...

[Continue with #4 on the PERSONAL CIRCLE SCRIPT]

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YesMasters® Personal Circle Objection-Handler

OBJECTION: “Let me talk to them first before I give you their phone number.”

Absolutely! And I appreciate so much your willingness to... make that introduction!
So let's do this. If you'll ...give them a call ...and ...make the introduction...let me...go ahead...
and get his/her number from you... now.

And then I'll wait to hear from you. After you talk to him/her, just...shoot me a quick text
message ...and ...give me the green light. Then I'll give them a quick call...and all I'm going to do
is touch base with them, introduce myself, and see if there's anything I can do to help.
Fair enough? (Yes.) Perfect.

What is their number? () Excellent. Thank you!

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YesMasters® EXPIRED SCRIPT

Hi, is this _____? Hi, _____. My name is _____. I'm a local real estate agent....and I was calling about your house for sale... I guess you're aware by now that the MLS is showing your home is "OFF" the market...

1. And I was wondering...when are you going to...interview agents again...for the job of actually getting it SOLD.... () Excellent!/Really!
2. If your property had sold...where were you planning to go next? () That's exciting!
3. What's taking you to _____? () Good for you!
4. How soon did you want to be there? () Wow!
5. So _____...any idea what stopped it from selling? () Really!
6. How did you choose the last agent you had? () That makes sense.
7. How did you feel about the job the agent did? () That's good./Oh no!
8. So...what do you think was missing...that kept it from actually selling? () Ooh!
9. Now...it sounds like...you do still...want to sell your property....right? (Yes.) Great!
10. If you could...get it sold...for top dollar...in the next 30 days... and... get _____ [their motivation].... That is something you would still...be excited about...yes? (Yes.) Perfect!
11. And...If I could help you...make it happen...that would be okay with you...right? (Right.) Excellent!
12. When would be the best time for us to...get together...and take a look at how we can make that happen... how about Wednesday at 4:15...or would Thursday at 4:15 be better?

Leaving A Voice Mail For An Expired:

Hi...this is _____. I'm a local real estate agent...and I was calling about your property for sale. The MLS is showing that it is now "OFF" the market. If you are still interested in selling, would you call me at _____. [Repeat #]

Calling Old Expireds Script:

Hi, is this _____? Hi, _____...my name is _____. I'm a local real estate agent....and I noticed that you had your house for sale..._____ [e.g. last year]....

1. And I was wondering...when are you planning to... put it back on the market ... and actually... get it SOLD () Excellent!/Really!

[CONTINUE with #2 on the EXPIRED SCRIPT.]

Door-knocking Expired Script:

[When door-knocking, you simply modify the script to the following:]

Hi, are you _____? (Yes.) My name is _____. I'm a local real estate agent....and I was dropping by to find out about your house for sale... I guess you're aware by now that the MLS is showing your home is "OFF" the market...

[Then proceed with #1 on the EXPIRED SCRIPT above.]

YesMasters® FOR SALE BY OWNER (FSBO) SCRIPT

1. Hi, I'm calling about your house for sale by owner. Are you the owner? (Yes.) Great!
2. This is _____ with _____. The reason I'm calling is because...I work with a lot of buyers and sellers in your area...and wanted to find out ...what I can do to help you? () Great!
3. By the way, again my name is _____...what is your name? () Hi, _____.
4. So _____, how much time will you take...before you might...decide to hire a strong agent...to...get your property sold...for you? () Excellent!
5. When you...sell this house...where are you going next? () That's exciting!
6. How soon do you need/want to be there? () Great!
7. Why did you...decide to make the move? () Terrific!/Ouch!
8. How would you rate your motivation to...sell your house right now...low, medium, or high? () Good for you!
9. How are you marketing it? () That's great!
10. How did you determine the price you're asking? () Fantastic!
11. Do you have any flexibility on your price...or are you firm? () Terrific!
12. Why did you decide to market the house yourself...rather than...hire a professional agent? () That makes sense!
13. If you were to...hire an agent...what would you expect from them? () Excellent!
14. Have you heard about the strategies I use to sell homes for top dollar? () Really!
15. _____, if I could help you...get your property sold...and _____[motivation] ...and still net you the money you need in your pocket...would you...consider interviewing me now? () Perfect!
16. When would be the best time for us to...get together...would tomorrow at 4:15 work...or would _____ at 2:15 be better? () Excellent!

YesMasters® FSBO PRE-APPOINTMENT OBJECTION HANDLERS

OBJECTION: “Bring me a buyer.” or “I’m willing to pay an agent who has a buyer...but I’m not going to list.”

Excellent! So you are willing to... cooperate with an agent... that has a buyer. Great!

OBJECTION: “We’re selling it ourselves”

So...right now you’re just planning to do it yourself. Excellent!

OBJECTION: “We’re not going to list.”

So right now you’re not really planning to...hire an agent . Got it!

OBJECTION: “Do you have a buyer?”

That’s a great question. We do have a number of buyers...however I’m not calling today because of a specific buyer for your property. What I do is find buyers for people... like yourself...who you want to... sell your home. So you are willing to...cooperate with an agent...that has a buyer, correct? (Yes.) Fantastic.

[AND THEN...Go back to the next question on the FSBO Script.]

OBJECTION: “We’re not ready to list with an agent...”

1. So for now you’re planning to just do it yourself. Got it.
2. And...I’m not saying you should... hire me right now . All I’m going to do is give you some valuable information to help you... get more money in your pocket. Obviously, you do want as much money in your pocket as possible...correct? (Yes.) Exactly!
3. When would be the best time for you to... get together with me... so we can go over that...Wednesday at 4:15 or would Thursday at 2:15 be better?”

OBJECTION: “We’re still going to keep trying For-Sale-By-Owner for at least another month.”

1. Excellent. And...I’m not trying to get you to...stop trying to sell it yourself. I’m simply interested in helping you get the result you want...which is to...get your home sold...in the best time possible, with the least amount of hassle, and net you the most money possible in your pocket, right? (Yes.)
2. Because that’s what you want, isn’t it? (Yes.) Excellent!
3. When would be the best time for you to...get together with me... so we can go over some options...Wednesday at 4:15 or would Thursday at 2:15 be better?”

YesMasters® OPEN HOUSE EVENT INVITE FOR DOOR-KNOCKING

Hi, my name is _____ with _____. I wanted to drop by and let you know about an Open House Event we are going to be having over on _____ (address) this _____ from ___ to ___ (E.g. Sunday from 1 to 4) ... for the _____ (Smiths) (*HAND THEM FLYER.*)

I wanted to invite you to... come by and... take a look(*mention any special treats or refreshments, etc*)and also I wanted to find out...

1. Who do you know that would like to move into our area? () Fantastic! Look forward to seeing you there!
2. Just out of curiosity...when do you think you might be ready to ...make a move? () Wow!
3. How long have you lived here? (*10 years*) Great!
4. Where did you move from? () Good For You!
5. What brought you to this area? () Excellent!
6. If you were to... move again ... where do you think you would go next? () That's Exciting!
7. And how soon would you like to do that? () Terrific!!

If their time frame is 3 months or less...

8. It sounds like our next step would be to... set up a time to get together ...and take a look at the best way to make all this happen for you...so you can get to _____ by _____. Won't that be exciting? () Fantastic!
9. Which would be the best time for us to get together... Monday at 4:15... or Tuesday at 4:15 pm?

If their time frame is longer than 3 months...add them to your PC (Personal Circle)

YesMasters® HOT MARKET SCRIPT

Hi, my name is _____ with _____! I was dropping by (*calling*) to give you a quick update on the real estate market in _____. ...And to let you know there there have been ____ homes that have sold in the last ____ days... that sold in less than 30 days (*OR ...that all sold at or above list price!*)...! Did you know that? () Yeah, it's pretty exciting news, isn't it?

And we know that when homes start selling like that ... 2 or 3 more will sell very quickly ... So I was just wondering

1. When you think you might be ready to.... make a move ? (*Never*) Great!
2. How long have you lived here? (*10 years*) Good for you!
3. Where did you move from? () Excellent!
4. What brought you to this area? () Wonderful!
5. If you were to... move again ... where do you think you go next? () That's Exciting!
6. And how soon would you like to do that? () Terrific!!

If their time frame is 3 months or less...

7. It sounds like our next step would be to... set up a time to get together ...and take a look at the best way to make all this happen for you...so you can get to _____ by _____.
Won't that be exciting? () Fantastic!
8. Which would be the best time for us to get together...Monday at 4:15...or Tuesday at 4:15 pm?

If their time frame is longer than 3 months...add them to your PC (Personal Circle)

[*Make sure you get their contact information.*]

YesMasters® PERSONAL CIRCLE MULTIPLIER SCRIPT

Well, _____...it's a pleasure to meet you today... Who do you know in the area who is looking to...buy or sell or invest in real estate... in the near future that I could help?

When you do run across someone who needs to sell or buy real estate... do you have a great "go-to" agent to refer them to? *(No/Not Really.*)* Perfect! Let me be your go-to agent...ok? *(Sure.)*

**If they say they already have an agent: "Good for you! I'd love to be your back up."*

Why don't we... exchange information and... stay in touch? Do you have a business card? *[If not, let them put their information on the back of your business card.]*

Let me shoot you a quick email or text so you can...keep my information in your phone...and when you... need me... you'll have it. What's your cell number? () Great. And what's your email address?

[If they show any reluctance...] And *(chuckle)* don't worry...you're not going to get spammed or anything like that... 'cause I hate that as much as you do. Know what I mean? *(Yes.)* Great.

So *[with a smile]* what's the number/email you... want me ...to use?

OR

I provide my personal clients a detailed market update every month and free personal Market Analysis any time they want it. I assume you do like to know about trends in real estate that are affecting the value of your home, right? *(Yes.)* Great! What email address would you...like me... to use?

OR *[if they will not give you their contact information]*

If you would like to check it out...here's my card. Just... go to my website at [\[myagentsite\].com/marketupdate](http://myagentsite.com/marketupdate) and you can...request it ...if you...decide you want it . Sound great? *(Yes.)* Excellent!

YesMasters® LEAD FOLLOW UP SCRIPT

1. Hi, _____. This is _____ with _____. We spoke last week and you were thinking you were going to... be ready to _____... in the next _____. I wanted to touch base and see....are you still on track with that time frame? (Yes.) Excellent.
2. And...you do still...want to buy/sell....at that time, correct? (Yes.) Perfect.
3. I was wondering...what questions do you have...or....information do you need....that I can get for you? () Fantastic!
4. So...it sounds like we should set up a time to...get together _____ [e.g. "next week"]....to go over that... Which would be better for you....Wednesday at 2:15 or would Thursday be better?

Only set an appointment if they are motivated to do something now. If not, keep them in your lead folder if you need to follow up with them again in less than a month. If they are over 30 days out from being ready to start the selling or buying process, put them in your Personal Circle "A-Team" and call them monthly to stay on their mental radar.

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YesMasters® SELLER SHEET

Source : _____ Contact Date: _____ Appointment Date: _____ Time: _____

SELLER SHEET: Name: _____ Address : _____ Phone: _____ Cell: _____ Email: _____

1. Before I come out...I need to get a little more information from you...so I can do my homework. Do you have a couple of minutes? Great!
2. When we get together, if everything looks good,* and you feel confident... I am the right agent to...sell your property...are you planning to...hire me...when we meet? _____ Terrific!
3. Are you interviewing any other agents...or am I the only one?* _____ Good!
4. When you...sell this property...where are you moving? _____ . Fantastic!
5. What's taking you to ___?/Why are you making the move? _____ . Good for you!
6. How soon do you need to be there? _____ . Great!
7. If we...sell your home in less than 30 days...would that be a problem for you? _____ Excellent!
8. What would happen if your property just didn't sell? _____ . Really!
9. What price are you thinking you would like to...list your property for...realistically? _____ .
10. And of course, I research the market every day...so obviously, we'll make sure we...list your home... at a price that will...get it sold, correct? _____ Perfect!
11. What do you think is the lowest price you would consider? _____ Got it.
12. How much do you owe on the property? _____ . Good!
13. Have you thought about trying it...for-sale-by-owner? (No/Yes) Terrific/Got it!
14. Will you briefly tell me about your home?
 Price Range: _____ Areas: _____
 Bedrooms: _____ Baths: _____ Garage: _____ Pool: _____ Lot: _____
 Special features:

15. How would you rate the condition of your home...from 1 to 10...10 being like brand new? _____
16. What would it take to make it like new? _____
17. Besides that...is there anything else positive or negative that buyers might notice? _____
18. I'm going to email you some information* for our meeting, will you go through it before we meet? _____
19. What questions do you have, if any, before you're ready to...get the ball rolling...and...put me to work for you? _____
20. And last thing, will ___ (all decision-makers)...be there...for our appointment?*** (Yes) Perfect!
21. I look forward to seeing you _____ at _____ !