



*Tim & Julie*  
**HARRIS**®  
REAL ESTATE COACHING

## **F – O – R – D Memory Jogger Script**

### **When do you use this?**

- a) When you are meeting new people at a Center of Influence meeting or event/party/club/etc.
- b) When you are meeting someone new, one-on-one, for example, a hairdresser, neighbor, friend of a friend, etc.
- c) When you're reaching out by phone or in person to anyone in your Past Client/Sphere of Influence database.

### **How does it work?**

F-O-R-D stands for FAMILY - OCCUPATION - RECREATION - DREAMS. It's simply a memory jogger to remind you to ask questions in those four categories in order to create conversation. This way you can connect in a meaningful way.

Remember:

*I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel. ~ Maya Angelou*

### **Why does it work?**

1. Using the F-O-R-D pattern instantly removes your ego by making the conversation about the other person. It lends versatility to all of the four personality styles.
2. Using the F-O-R-D pattern requires that you ask questions. Questions allow you to control the conversation. This is the same reason that all scripts that are written in question format are your friend!

3. Creating conversation in which the other party is speaking about themselves automatically makes them feel special, important, and that attention is being paid to them, just as the Maya Angelou quote states. Making them feel good will make them remember you. They must remember you as a good person first and as a trusted real estate advisor second.
4. Using the O in the F-O-R-D conversation pattern creates a situation in which the other party is asking you, “how’s real estate?” or, “what is it that you do for a living?” For most agents, it’s far more comfortable bringing up real estate when someone asks first, rather than just coming out with a, “when do you plan on moving?” type of “script.”

Here are some examples of how this works:

#### **Family Questions (The Ice-Breaker)**

##### **If you know their family:**

- How are [insert kids’ names]?
- How are [insert pets’ names]?
- Have you always lived here or did you move from somewhere else?
- How were your holidays? What was the best thing your family did this year?

##### **Occupation Questions:**

##### **If you know where they work/what they do:**

- How are things over at ABC Corporation?
- Is your company still loving their relocation to [insert city]?
- What’s new at ABC Corporation?
- Are you still working at ABC Corporation? How do you like it there?

***Secret:*** Notice there are no ‘yes or no’ questions! Yes or no answers kill conversation and create a sense of awkwardness.

***Secret:*** Expect a ***reciprocal*** question when you ask about their job. This is what you’re looking for! Ultimately, ***THIS*** is the gold hidden in the F-O-R-D pattern.

When they ask, “How’s real estate?” always be positive! They may also ask, “what is it you do for a living?” This will depend on if they know you well or not.

You should respond by saying, “Real estate is great! I’ve been very blessed to be able to help so many people. In fact, I’ve set a goal of helping at least three more families to buy or sell real estate in the next month. Who do you know that could really use my help?”

**Secret:** *It is WHO do you know, not DO you know, that works. Questions using who, what, why, where, when, and how generate conversation. Do you, or don’t you type questions shut conversations down!*

**Secret:** *Remember to send Thank You cards or gifts when people give you referrals, even if the referral doesn’t work out!*

### **Recreation Questions:**

- What was the best thing you did last year?
- How is your snowboarding/skiing/playing soccer/ theatre acting/volunteering at your kid’s school/hiking/crafting/etc. going?
- What are you looking forward to the most this year?
- Do you have any great vacations planned or imagined?

### **Dream Questions:**

- What is your new year’s resolution?
- What would happen if I found you a great rental, flip, move up, etc., property?
- If you didn’t have to work at all anymore, how would you fill your days?