



Tim & Julie
HARRIS®
REAL ESTATE COACHING



1800HomeHotLine.com

Extensive research has proven that significantly more people will call an 800# vs. speaking with an agent directory. Some studies have shown a nearly 100% increase in lead calls as a result of agents using an 800#. These scripts are the same scripts used by the nation's top-producing Realtors.

Secret: Selling is not telling. Asking questions that help the caller to self discover their own answers is your goal.

The Top Ten 1800HH Golden Rules

- 1) Return all 1800HH lead call backs within 60 seconds or less. People will actually tell you how impressed they are that you called them back so quickly. If the caller is a potential seller, your fast response is telling them that you are a proactive, aggressive agent – exactly the kind of agent sellers are looking for in today's market.
- 2) Always give callers the option of pressing 0 to transfer to an agent. This is called HotLead®. The HotLead® leads are usually the most motivated, best quality leads. Again, the HotLead® leads are always the best leads. When someone is taking the time to 'Press 0 to speak to a live agent' they are always very serious and motivated.
- 3) 1800HH exclusive: Instant Home Brochure (IHB) – always give the callers the option of having the brochure on the house texted to them, including photos.
- 4) Be available for lead calls daily between 8am and 9pm. Most of the best leads will come in after 5pm. As people are coming home from work, they will see the new listings and call for a price. When you get a neighbor calling for price assume it's because they are going to be listing their own home soon.
- 5) Expect an increase in calls from Thursday through Sunday. That's when most people are in house selling or buying mode.

- 6) Promote your 1800HH number everywhere – signs, brochures, business cards, ads, Realtor.com, your own web site, etc.
- 7) Always remember, 30%+ of all the buyer calls you get into your 1800HH system will also have homes to sell. USE THE SCRIPTS we provide to convert those sellers.
- 8) Be prepared when calling people back or when receiving HotLead® calls. Those leads want to know they are dealing with a professional. Know the market. Know what is for sale, what is selling, and the average days on the market.
- 9) Integrate your Unique Selling Propositions (USPs) into all of your recordings. (Guaranteed Sale, Easy Exit Listing, Flexible Fee) Follow the scripts exactly.
- 10) Repeat and affirm everything they say. It may feel odd at first but you will soon realize that people appreciate the fact that you are listening and that you care. People won't care about you until you show them that you care about them. Use the potential client's name when speaking with them. Hearing someone else say your name is like magic to one's ears. Combining great question asking, great listening and using their names when speaking to them will always get you great results.

Main Greeting Script

Note: for all scripts and dialogs, when text appears in brackets (text) that denotes the buyer/seller's typical reply.

Congratulations, you are calling The Bill Smith Team or Bill Smith Realty's 24-hour Recorded Home Hotline. Press the extension number for the home you are calling about NOW to hear more about it. After listening to the message you will be able to press zero to connect directly to a real estate agent.

Secret: It is very important that you keep the introductory script short and to the point. Make it too longwinded and the caller will hang up.

Listing Script

Secret: your objective is NOT to give them too much information about the home. All they really want to know are how many bedrooms, baths, the price and WHY they should care about this home over all of the others that are for sale. You must get them interested in the home by showing the features and the benefits. Offer one to two feature benefits.

For example: 'Large, private back yard that will be perfect for large parties or a neighborhood football game.' Offer a few features/benefits to garner more interest in the home: 'Recently remodeled kitchen with high end professional quality appliances ideal for the gourmet chef.' Use words and terms that are on target with the price range of the

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home. First time buyers are interested in safety and security. They will be motivated by things like alarm systems, home warranties, low taxes and low payments. Higher end home buyers are interested in prestige. They are motivated by the 'Wolf Kitchen Appliances' and "Exclusive Golf Course Community." Use words like 'you' often; people love to hear that word when they are listening to a message. Show emotion and excitement about the home on the recording.

Suggested Recorded Message:

To hear the current price on this home or to be transferred to a live agent, press 0 after the message. Remember, when you buy a home listed by Bill Smith Realty, Bill will GUARANTEE the Sale of your home in 90 days or he will buy it!

You are calling about 123 Elm Street in the highly desirable OakTree neighborhood of Charlieville. This home features four large bedrooms and 3.5 baths. The home is in move-in condition, ready for your inspection. Featuring a large back yard, this home will be perfect for summer neighborhood barbeques. You will also be simply amazed by the professionally designed gourmet chef's kitchen featuring high-end professional grade Wolf Appliances. The custom, stacked-stone entry will delight you and your guests as you marvel at the attention to detail inside the home. This home is priced in the mid \$600s. Remember, when you buy a home listed by Bill Smith Realty, Bill will guarantee the sale of your home in 90 days or he will buy it!

Secret: Don't give them the price. Give them a price range. Sample; \$200-230k would be the low \$200s. \$230-\$260k would be the mid \$200s. \$260k-300 would be the upper \$200s. Doing it this way has two distinct advantages:

- 1) The caller will not have the actual price and will be more likely to press 0.
- 2) When you have price changes, you won't need to re-record the message.

1800HH Goals

Your goals when receiving a HotLead® call or returning a call that came from your 1800HH is to always:

- 1) Determine whether the seller has a home to sell.
- 2) Determine whether the seller has been to a lender.
- 3) Determine what their motivation is.
- 4) Determine whether they are working with another lender.
- 5) Ask questions. Selling is not, and never will be, telling.
- 6) When they respond, you must always repeat and affirm what they are telling you. This tells them that you are listening and that you care what they have to say.

Script HotLead® (“0 transfer”) Callers

Note: you will know when it's a HotLead® caller because your cell phone's caller ID will indicate this. Remember, HotLead®s are the best leads.

- 1) *'Hello, this is Bill...which home are you calling about?'*
(I am calling about 123 Elm Street...what is the price?)
- 2) *'That is a GREAT house...everyone is calling on that one. This is Bill Smith...with whom am I speaking?'* (This is Mr. Buyer)
- 3) *'Nice to meet you Mr. Buyer...what questions do you have for me?'* (What is the price? etc.)
- 4) *'Great question, let me look that up real quick on the computer, this will take a second or two – by the way, which home in the neighborhood are you thinking about selling?'*

Secret: 30%+ of all people calling into your 1800HH system WILL have homes to sell. Chances are that they ARE looking for a listing agent.

IF THE CALLER HAS NO HOME TO SELL, proceed here. If they DO have a home to sell, see the Supplemental Questions section below.

(I am moving into the area from out of state, I don't have a home to sell.)

Secret: if they are relocating from out of state, ask them if they have an agent already to list their home, and if they don't, refer them to one and collect a referral fee.

- 5) *'Ok, perfect. You are moving into our area, you will love it here. Ideally, how soon do you want to be in your next home?'* (30-60 days)
- 6) *'Great, 30-60 days, that's perfect. How long have you been looking for your next home?'* (For the last few weeks or so.)
- 7) *'Ok, perfect, for the last few weeks. Have you seen any homes you have liked while looking?'* (Yes, a couple.)
- 8) *'Good for you – what was it about those homes that you did you like?'* (The area, price, condition etc.)
- 9) *'Did you make an offer on any of those homes?'* (No.)
- 10) *'No? Really? What stopped you from making an offer?'* **Secret:** listen to what they say; this is a really crucial question. They may have already found a home

that they liked and they may be ready to make an offer on that home. Sell them that home. (At the time, my new job wasn't a sure thing. Now it is.)

- 11) *'Perfect. Would you like to see any of those homes you had previously seen at the same time that I show you this one?'* (Sure. The one on Maple street would be great.)
- 12) *'Excellent, I will set that up for you. By the way, I assume because you are calling me directly and that you aren't working with another real estate agent, correct?'* (Yes, that's correct.)
- 13) *'Mr. Buyer, let me ask you, on a scale of one to ten, with ten being the highest, if I were to show you a home that met all of your needs and all the numbers worked for you, how high would you rate your motivation to buy that home today?'* (Probably a seven.)
- 14) *'A seven, terrific. Mr. Buyer, what would it take to get you to a ten?'* (If the home was a good deal and it had X and Y.)
- 15) *'That makes sense, Mr. Buyer, what does a 'good deal' mean to you?'* (Move in condition where I don't have to do any work and it has to have a modern kitchen. My wife and I like to cook.)
- 16) *'That makes perfect sense to me. So we are looking for a home that is in move in condition with a large, modern kitchen. Ideally, how soon do you want to be in your next home?'* (In less than 30 days.)
- 17) *'Great, who is the lender you are working with?'* (ABC Home Loans.)
- 18) *'ABC, we work with them often, which loan officer are you working with?'* (Lewis Lender.)
- 19) *'Lew, great lender, he will do a great job for you. What price range did Lew approve you for?'* (The mid-\$600s.)

Secret: If they don't have a lender, get them to one fast.

- 20) *'Ok, I found the info on the house. That home is currently priced at \$649,900 and it sounds like it will be a perfect match for you. Let's do this – I will set up a showing for you on this home and a couple others for you. Would today at 4pm or would Saturday at 11am be better for you?'* Set the appointment to meet at your office, not at the house.

Secret: Have a NO JERK POLICY. It's okay for you to not want to work with a client. Establish a NO JERK policy. If someone is rude to you or nasty, it's okay to simply be polite and get off the phone. Also, if they are NOT motivated it's okay to simply let them

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go. Let them waste someone else's time. You will determine their motivation by asking all of the questions. Trust your instincts. Don't waste your time trying to make an unmotivated lead into a motivated lead. There are thousands of very motivated buyers and sellers in the market today who would love to work with you.

Script for Calling 1800HH Leads Back

Secret: If you haven't figured this out yet, calling people back within a minute or less from when you received the notice from 1800HH is the true secret to making this system work. Calling them back **now**, while they are most interested will result in a dramatic increase in high quality leads. Remember the rule, over 30% of all calls into your 1800HH system will be buyers WITH A HOME TO SELL. You are showing them that you are a pro-Active, powerful, responsive, aggressive agent. In other words, you are showing them that you are the agent for them.

- 1) *'Hello, This is Bill Smith with Bill Smith Realty, as a COURTESY, when people call our home hotline, we like to give them quick call back to see if they have any questions about the home they called about.'* (Wow! That was fast. I didn't know someone would be calling be back.)
- 2) *'Yes, as a courtesy, we like to call people back immediately to help with any questions. Our home sellers expect us to, I am sure that if you have a home to sell, you too will want your agent to follow up this quickly as well!'*

Secret: Did you get that last line? See what we mean about how your 1800HH system will get you listings? Talk about powerful!

- 3) *'That is a GREAT house. Everyone is calling on that one. This is Bill Smith. With whom am I speaking?'* (This is Mr. Buyer.)

Note: Then use same script as for HOTLEAD® call.

Supplemental Questions

If The Caller DOES Have A Home To Sell

After you have set the appointment to show them homes follow up with this script:

Mr. Buyer, you have a home to sell. Ideally, how soon do you want to have this home sold? (In the next 90 days.)

Great, 90 days. What is causing you to want to sell in the next 90 days? (My wife is expecting our third child and we only have a two bedroom.)

Congratulations! That's wonderful. Sounds like we should be getting your current home for sale soon to meet that timeframe. What is your current home address? (123 Palm Street.)

Great area, you were smart to buy in that area, based on the recent sales in your area, what price were you thinking about for your home?' (\$350k)

Hmmm, interesting. What price won't you go below?' (\$325k)

Ok, great. That should work. So that I can make sure public records are correct, how much do you owe on the property?' (\$250k)

'I am sure you aren't thinking about trying to sell the home yourself, are you?' (No.)

'Any changes or updates you have made to the home since you bought it?' (Flooring, roof etc.)

'Great, that will certainly add value to the home. Smart of you to do that work. Will tomorrow at 6pm or 7pm be better for you so we can meet at your home to get the selling process started?' (7pm.)

'Excellent, next I will be sending over a package of information for you to review before we meet. Please look over the information. I created this package in order to save you time. 99.9% of the questions that you will have for me are answered in this package. Review it beforehand so that when we meet, we can focus on what is most important to you – getting the home listed and sold!'

That is usually all it takes to convert a HotLead® or Lead Follow up call into a listing appointment. In essence, your listing presentation already started the moment they called your 1800HH. You have already proven to them that you are not an ordinary agent. The qualities that you have just demonstrated by following this script are exactly the qualities that every home seller is looking for in the agent that they will hire to sell their home.

Secret: According to the National Association of Realtors, the number one complaint that consumers had about their agents was lack of communication – 70%! By following the 1800HH system you are proving to them that you are exceptional.