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SCRIPT BOOK

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WARNING! Real estate agents who violate The Telephone Consumer Protection Act (TCPA) and the National Do Not Call Registry face potentially catastrophic legal damages. Do NOT use or leave artificial or prerecorded messages, and check the National Registry and your internal registry before you dial.

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Compliance: Do Not Call/Telephone Consumer Protection Act

WARNING!

The Telephone Consumer Protection Act regulates calls to cell phones and landlines, auto-dialed calls, prerecorded calls, faxes, and calls to numbers on the Do Not Call Registry. Class-action litigation for TCPA violations is rapidly increasing. Such claims present catastrophic exposure. Consult an attorney for guidance on the TCPA and DNC laws, including consent requirements, autodialer restrictions and prerecorded messages.

① Auto Dialers

The TCPA regulates calls and texts to a cellphone using an automatic telephone dialing system (autodialer)

① Prior Express Written Consent/ Written Consent

In certain cases, a caller must have prior express consent before making a call. In other cases, prior express written consent is required.

① Know the Federal and State Laws

In addition to federal laws, several states have laws governing telemarketing. Talk with your broker about any guidelines and Do Not Call lists your market center may have.

① Violations

Recipients of calls that violate the TCPA may recover up to \$1,500 for each violation. Use of an autodialer can rapidly accelerate potential damages.

DO NOT CALL DO'S AND DON'TS

Under federal law, sellers and telemarketers may not call individuals listed on the Federal Trade Commission's Do Not Call Registry. Failure to comply with DNC laws could result in substantial government fines and/or civil legal action against you. Consult an attorney regarding compliance with DNC laws.

① Subscribe to the Registry

The DNC registry is hosted on a dedicated website. Your Market Center should subscribe to the Registry and give you login credentials. Making ANY telemarketing calls without access to the Registry violates federal law.

① Check Before You Call

Before making a call, check to see if the number is on any of these lists: 1. the National Do Not Call Registry; 2.any state Do Not Call list; 3. your internal list. If the number is on any of these lists, delete it.

① Honor Consumers' Requests

Never call a number on the Do Not Call Registry. And honor an individual's request to be added to your internal DNC list.

① Limited Exceptions

Federal law allows telemarketing calls to be made in very limited circumstances. Contact a lawyer prior to using an exception to ensure it applies.

Lead Generation Scripts

New to Real Estate

Hello, this is _____! How've you been?

F.O.R.D. Options:

F: How's the family?

O: Are you still working at (occupation) ?

R: Are you still enjoying (recreation) ?

D: Did you ever pursue that (dream) ?

I'm calling to share that I am now a real estate agent with Keller Williams Realty. I thought of you because I knew you would be someone to help me grow my business. Especially since you know my track record and commitment to doing the very best.

I'd like to share my free real estate app with you. It's so easy to check what's for sale and for what price on your street, in your neighborhood, or any place in the US and Canada. I can send you a text with a link, does that sound good?

I'd also like to offer a real estate update on your neighborhood. You can also add additional neighborhoods you may be interested in, and even customize how often you receive the update. All I need is your current address and email and you'll start receiving it right away. Do you mind sharing this information with me? Thanks!

I am building my business on people I know and the people they know. Do you know of anyone from work, your neighborhood, or a group you belong to who's thinking of buying, selling a home, or investing in real estate? I'd be pleased to be a resource for them.

IF REFERRAL GIVEN:

Would you mind sharing their name and phone number or email so I can contact them?

Thanks for taking a moment to think about it. And please keep me in mind for all real estate needs.

OPTIONAL:

Do you have time to get coffee sometime soon? How about (date/time) or (date/time) ? Which time is better?

Thanks, and I look forward to seeing you.

New to Keller Williams

Hello, this is _____! Do you have a moment? How've you been?

F.O.R.D. Options:

F: How's the family?

O: Are you still working at (occupation) ?

R: Are you still enjoying (recreation) ?

D: Did you ever pursue that (dream) ?

I'd like to share some exciting news with you. I've moved my real estate business over to Keller Williams Realty and just because my company name has changed, the level of service I offer to clients hasn't. My clients will continue to get all my enthusiasm and hard work. And as you already know, I'll do whatever it takes to help people. May I count on you to help me grow my business?

I'd like to share my free real estate app with you. It's so easy to check what's for sale and for what price on your street, in your neighborhood, or any place in the US and Canada. I can send you a text with a link, does that sound good?

I'd also like to offer a real estate update on your neighborhood. You can also add additional neighborhoods you may be interested in, and even customize how often you receive the update. All I need is your current address and email and you'll start receiving it right away. Do you mind sharing this information with me? Thanks!

I am building my business on people I know and the people they know. Do you know of anyone from work, your neighborhood, or a group you belong to who's thinking of buying, selling a home, or investing in real estate? I'd be pleased to be a resource for them.

IF REFRRAL GIVEN:

Would you mind sharing their name and phone number or email so I can contact them?

And do me a favor, please. If you do hear of someone with a real estate need, will you keep me in mind? Great. Let me know how you like my search app and the neighborhood updates.

Thank you for your time and help, and please let me know if there is anything I can ever do for you.

Warning!

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Remind Them You're in Real Estate

Hello, this is _____! Do you have a moment? It's been awhile and I'd like to apologize for not staying in touch. How've you been?

F.O.R.D. Options:

F: How's the family?

O: Are you still working at (occupation) ?

R: Are you still enjoying (recreation) ?

D: Did you ever pursue that (dream) ?

I've been busy growing my real estate business and working with great clients like you. I wanted to share that I have a personal goal to help (number) families get into the home of their dreams this year. As you already know, I'll do whatever it takes to help people. May I count on you to help me reach my goal?

I'd like to share my free real estate app with you. It's so easy to check what's for sale and for what price on your street, in your neighborhood, or any place in the US and Canada. I can send you a text with a link, does that sound good?

I'd also like to offer a real estate update on your neighborhood. You can also add additional neighborhoods you may be interested in, and even customize how often you receive the update. All I need is your current address and email and you'll start receiving it right away. Do you mind sharing this information with me? Thanks!

IF REFERRAL GIVEN:

Would you mind sharing their name and phone number or email so I can contact them?

And do me a favor, please. If you do hear of someone with a real estate need, will you keep me in mind? Great. Let me know how you like my search app and the neighborhood updates.

Thank you for your time and help, and please let me know if there is anything I can ever do for you.

OPTIONAL:

Do you have time to get coffee sometime soon? How about (date/time) or (date/time) ? Which time is better?

Thanks, and I look forward to seeing you.

Calling Referrals

Hi _____, my name is _____ with Keller Williams Realty. Your name was given to me by a close friend of both of ours, (*your Contact's name*), and he/she/they said that I should give you a call. Is right now a good time to talk for a couple of minutes? Excellent!

(*Your Contact's name*) said you were thinking about (*buying/selling*) a house in (*time frame for buying/selling*) and asked if I would please give you a call. We both want to make certain that you are in great hands and that you have the very best, so that's why I'm calling.

Since everyone likes to know what houses are selling for, I'd like to share my free real estate app with you. It's easy to check what's for sale and for what price on your street, in your neighborhood, or any place in the US and Canada. I can send you a text with a link, does that sound good?

If they are buying ...

Have you seen anything you like thus far? Great!

Are you working with any other agent? No? That's good.

If they are selling ...

When are you planning to move?

Have you listed your house with another agent? No? Excellent!

Continue ...

The next step is for us to get together. I can answer all your questions and explain how the entire process works. It will only take about 20 minutes. Can we meet today or would tomorrow be better for you?

If no thanks ...

I understand. I'd also like to offer a real estate update on your neighborhood or any neighborhood you're interested in. You can customize what you receive and how often. All I need is your current address and email and you'll start receiving it right away. Do you mind sharing this information with me? Thanks!

And do me a favor, please. If you hear of someone with a real estate need, will you keep me in mind? Great. And, after you download the app and try it out, send me a text and let me know how you like it. I'd appreciate that. Thank you for your time today, and please let me know if there is anything I can ever do for you.

Calling Personal and Professional Service Industries

Creating referral partnerships with business owners you have done business with

Hi _____ (*business owner*), I'm _____ with Keller Williams Realty. I'm in the process of creating a list of preferred businesses and service providers to give to my clients. Since I frequently have clients ask me for a good _____ (*dentist, landscaper, or other business*), I only want trusted companies to refer them to. Since I have had excellent service from you, would you and your business be interested in being included?

(If yes, continue . . .)

Great! I like to establish these professional referral partnerships to help grow each other's businesses as well. So if I were to refer clients to you, would you be willing to refer your clients that are looking to buy or sell a home to me with the assurance that I will provide them with the high level of customer service that you expect?

(If yes, continue . . .)

Excellent! How about we confirm each other's contact information so that we can get started?

Creating referral partnerships with business owners you have not done business with

Hi _____ (*business owner*), I'm _____ with Keller Williams Realty and I'm in the process of creating a list of preferred businesses and service providers to give to my clients. Since I frequently have clients ask me for a good _____ (*dentist, landscaper or other business*), I'm looking for a trusted company to refer them to. I've heard good things about your company. Would you and your business be interested in being included?

(If yes, continue . . .)

Great! I like to establish these professional referral partnerships to help grow each other's businesses as well. So if I were to refer clients to you, would you be willing to refer your clients that are looking to buy or sell a home to me with the assurance that I will provide them with the high level of customer service that you expect?

(If yes, continue . . .)

Excellent! How about we confirm each other's contact information so that we can get started?

Door-Knocking Scripts

Door-Knocking

Good morning/afternoon! I'm *(name)* with Keller Williams and I wanted to take a moment to introduce myself. I'm walking through the neighborhood to pass around a little information to everyone and to ask you if you know anyone who's looking to move into the neighborhood that I may help.

Helping people with their real estate needs is a passion of mine and I want to help more people! Do you happen to know anyone who is looking to buy or sell a home, or invest in real estate?

If you think of anyone, please let me know. *(Hand business card / branded materials)*

I appreciate you thinking of me for all your real estate needs.

Thank you very much for your time.

New Listing/Open House

Hi there, I'm *(name)* with Keller Williams and I wanted to take a moment to introduce myself.

I'll be super brief. You may have noticed the home a few doors down is for sale. I just listed it this week and made a commitment to the sellers that the entire neighborhood would know about this new listing.

Often homeowners know someone that might be looking to move to the neighborhood. Do you know anyone interested in moving to *(name of neighborhood)*?

Here is some info on the house and an invite to the open house this weekend. Before I leave, do you know anyone in the neighborhood who is thinking of selling?

Ok. It was a pleasure meeting you. I look forward to seeing you at the open house!

Social Media Messages

Social Media Direct Message—option 1

Hi *(name)*, thanks for following me! I saw you *(liked/commented on)* my listing at *(address)*. It's an amazing place and I don't anticipate it being on the market long. Are you or someone you know interested in buying, selling, or investing in real estate?

If they say they're just looking:

Ah, I see. If you know of anyone looking for a great home like this one, would you mind sending them my way?

Social Media Direct Message—option 2

Hi *(name)*! My name is *(agent)* with *(office)* at Keller Williams. Thanks for following me! I saw you *(liked/commented on)* my listing at *(address)*. It's an amazing place and I don't anticipate it being on the market long. Are you thinking of buying or selling in the near future?

If they say they're just looking:

Great! I'm the local real estate expert in *(region/neighborhood)*. Most people who are following me are thinking about a move or curious about the worth of their place. Which one are you?

Get Your Branded Home and Property Search App

Agents, be prepared to offer your branded home and property search app with everyone you know and everyone you meet.

1. From the App Store or Google Play, search “Keller Williams Real Estate,” download, and open.
2. Touch the drop-down menu button at the upper left. 
3. Scroll to Profile.
4. Login as Agent using your KWConnect credentials.
5. To share your App with others, touch the Share App button on the front screen.

Inventory Script

Real estate markets are always about supply and demand. Did you know that _____ homes are listed for sale? That number has (increased/ decreased) by _____% in the past month and _____% in the last year.

Rising inventory means there are more homes for buyers to choose from so they can more easily demand the price they want. Declining inventory means buyers have fewer choices and sellers can be more demanding on price.

Properties that sold this past month were on the market an average of _____ days. That's a change of _____% (increase/decrease) from last month and a change of _____% (increase/decrease) from the same month last year.

Longer selling times mean prices are likely to be declining. Shorter selling times mean prices are likely to be rising.

TIP: As you review MLS data, you'll want to pay attention to segments of the market where the most sales are happening. Is it in a certain geographic area or areas? It may be within a certain price range regardless of geographic area.

Initially, it's always a good idea to focus on generating leads where the action is.