

Telephone Scripts & Tips

Telephone script – Live Call Introduction

“Hi, is this [LEAD NAME]? [LEAD NAME], my name is [YOUR NAME] and I am returning your request for information about (COMMUNITY NAME) on 55places.com today. How may I help you? [ANSWER SPECIFIC REQUEST]

Discovery questions and appointment setting:

I’m curious, why are you considering a move at this time?

How long have you been thinking about moving?

Have you seen anything you liked?

Tell me about where you live now...what do you love about it? What would you change about it?

I would love to show you this community so you can see if it’s a fit for you. I have availability on Thursday or Saturday afternoon, which would work best?

Telephone Script - First Follow Up Voicemail

- If the registration did not contain specific questions or requests:

“Hi [LEAD NAME], this is [YOUR NAME] and I am responding to your request for information about [COMMUNITY NAME] on 55places.com today. I am a real estate agent who specializes in [COMMUNITY NAME] as well as all the other active adult communities in this area. I can help you with both new construction and resale homes in the area. Please give me a call at [YOUR #] and I’d be happy to help you answer any questions you have and learn more about what you’re looking for in your next home and community. Again, this is [YOUR NAME] and I can be reached at [YOUR #]. Thanks, and I look forward to speaking with you.”

- If the registration contains specific questions or requests:

“Hi [LEAD NAME], my name is [YOUR NAME] and I am returning your request for information about [COMMUNITY NAME] on 55places.com today. You had questions about [SPECIFIC REQUEST OR QUESTION]. I’d be happy to tell you all about that and answer any other questions you have. Please give me a call at [YOUR #] and I’ll be happy to help you in any way that I can. Again, it’s [YOUR NAME] and you can reach me at [YOUR #] I look forward to speaking with you [LEAD NAME].”

Tips for Calling Success

- The Agent shown on 55places.com should make the first call to avoid any confusion. In most cases, the Lead has read the Agent’s bio and expects to be contacted by that person.
- Make your calls standing up when possible, and keep a mirror on your desk to remind you to smile. Confidence and enthusiasm are critical in phone follow up, and detectable over the phone.

- Use a headset. The freedom allows you to be more natural and confident in your speech.
- Make your first follow up call as soon as you receive a new lead whenever possible. It is best to call before you send your first email. That way your email and/or any other info you send, such as MLS listings, can be custom tailored to their needs. Your chances of reaching them while they are still online is high, your prompt service will impress them, and you will likely be able to establish a relationship with them before they have a chance to register on another website and work with another agent!
- When you spoke to the lead a while ago and are calling to reconnect, do not say, “I am calling to follow up” “I am calling to check in” or “I am calling to touch base.”
- You want to leave a message that reminds them WHY they told you they want to move, you want to pique their interest, and get them excited about learning more.