

Petitioning a Past Client: Script #1

Hi, this is _____ with Keller Williams Realty. Do you have a minute? I need your help. I was hoping with all of your contacts that you might know someone who may be ready to buy or sell some real estate. *[Listen to the response.]*

I would like to send you a few of my cards in case you hear of someone who may need my services later. If you think of someone, please keep me in mind.

Petitioning a Loyal Vendor: Script #1

Because I'm not sending out a lot of marketing pieces, I'm going to ask for your help. However, first I want to know: how can I help you? You've done a wonderful job with our landscaping. Would you like to have other people like us as clients? Every time I meet somebody who I think would work well with you, I'm going to call you and ask you to call them. But when I do,

I want you to call them immediately! Will you do that for me? Remember, this raving fan will have been raving about your creativity, professionalism and value!

Reaching out to SOI

Hello, this is _____! Do you have a moment?

I'd like to share the exciting news that I have become a real estate agent with Keller Williams Realty.

With this new partnership, I have all their knowledge working for me. Plus, my clients get all my enthusiasm and hard work. I thought about sharing this with you because I knew you would be someone to help me grow my business.

First, I'd like to share my real estate app with you. You can see what's going on anywhere; from your street to any place in North America! It's free; there's no cost to you. I can send you a text so you can link to it. Does that sound good?

And I'd like to ask, who might you know from work, your neighborhood, or a group you belong to who's interested in buying or selling a home, or investing in real estate? Can you think of anyone right now? Thanks for taking a moment to think about it.

I have a wealth of interesting and timely information about the real estate market in your area, and I'd love to send it to you. Let me make sure I have your current email and address.

And do me a favor, please. If you do 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.

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