

Divorcing Homeowners Phone Script For Setting Appointments

Here is the script you can follow to get the listing appointment setup when a homeowner goes to your House Value Website and requests a free home evaluation.

Here is what we say to them, *"Hey NAME, my name is Ben. I am a Realtor here in Your City and I'm calling because you had visited my website and requested to get an updated home value for your home at 123 Primrose Lane.*

Lead: *"OK"*

You: *Let me confirm and make sure the information I have is correct.*

Your home is 3 bedrooms, 2 baths, and has 1,500 Square Feet. Is that correct?

Have you done any upgrades to the home?

Ok, based on what you have told me, I can give you a very basic estimate over the phone. I think your home is worth between \$200,000 and \$230,000, depending on the upgrades, etc. Obviously I would have to see your home to give you an exact value.

So, are you thinking of selling or refinancing sometime in the future?

Below are a lot of different questions and things you can say to keep the conversation going, and to keep digging to find out what's holding them back. At the end of almost all of them you should add an assumed close.

I need to come out and look at your home so that I can provide you with the most accurate evaluation possible. Would Wednesday at 3:00 PM work for you?"

Explain the difference between a free report evaluation and an in-home evaluation.

Lead: *"Well I thought this was just a free report, I didn't know someone had to come out to my house."*

You: *"Well there are two ways of doing it, one we can put together a computer generated report that collects information from homes in the area that are similar to yours and it gives you an idea of what homes like yours are selling for."*

The other way we can do it that is much better is I can come out and actually look at your home, and put together a detailed and accurate report. Your home could have a lot of features

that other homes don't have, such as: an upgraded kitchen, a better layout, and your home could be in much better condition. These things all make a difference.

*There have literally been homes that have sold for twice as much as the home next door to them, because of all the minor differences. **Then assume the close:** "So would Wednesday at 3:00 PM be a good time for me to come out?"*

Continually tell them why it's better for you to come out.

Lead: *"Well I would rather just have the free report sent to me, I don't know if I'm ready to sell right now."*

You: *"I can go ahead and send you the free report, but I want to be completely honest with you, if you're planning on selling anytime soon, it's going to be in your best interests to have me come out, look at your home, and give you a really solid evaluation."*

"Getting an accurate price is going to help you understand what your home can sell for. You see, a lot of people don't know what their home is really worth and a computer generated report only gives you a faint idea of the real value.

Having an experienced agent who knows the market evaluating your home is going to help you make the best decision possible.

Then assume the close *"So would Wednesday at 3:00 PM be a good time for James to come out?"*

Educate them on why it's a good time to sell

"Right now is an excellent time to sell, buyers are really hot right now. Interest rates are going up and therefore buyers are really wanting to get off the fence. Also the housing market is no longer declining in most areas, so right now is an excellent time for buyers to buy, making it an excellent time for you to sell."

Then assume the close *"I could meet with you on Wednesday at 3:00 PM to do the evaluation, would that work for you?"*

If they are interested but don't want to set the appointment right then

Lead:

- *"I'm interested, but I need to check my schedule and see what time works for me and then I'll call you back."*

- *“I need to talk to my wife first and then I’ll call you back”*
- *“I don’t know if I’ll be available that day”*
- *“I’m not ready to make a decision today, let me think about it and get back to you”*

You: *“How about we do this, let’s setup the appointment right now. If for any reason your schedule changes between now and then you can call me to re-schedule. Lets plan on Wednesday at 3:00 PM for me to come out and do the evaluation. Does that sound good to you?”*

Keep talking and pushing them to agree to the appointment. You must continually come back from their rebuttals and be very confident if you want to set any appointments.

If you don't be assertive and act like you are knowledgeable, then they will always try to opt out of the appointment. Come back again and again pushing them to agree to the appointment. There is a fine line between pushy and too pushy.

Work with the script, get familiar with the bullet points, and learn how to spit out any part of it without having to think it out line by line. Practice with your spouse or coworker to get better and better. Practice makes perfect

A few additional details

- *Always end with a question.*
- *Always assume the close.*
- *The home evaluation is free.*
- *They are not obligated to list with you.*
- *The appointment takes about 30 - 45 minutes.*
- *Don’t be overly pushy and always be super nice. We don’t want the leads calling the realtor to complain.*