

TMO Prospect Conversion Scripts

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Outgoing Call to Prospect

Good XXX! This is XXX with Keller Williams XXX. This is a courtesy; we just notice that you called on our 24 Hour Information Hotline on that property at XXX. I was wondering if you got all of the information you were looking for or if there's anything I can help you with. (Wait for response) You did? Great! I was just wondering; that home was priced at \$\$\$\$. Is that the price range you're looking to be in? (Wait for response) Great! Well I'm not sure if you were aware of this or not but there are currently XXX homes **(Active Listings Column)** listed for sell in THAT price range.

How are you currently finding homes? (Wait for response or offer answers: newspaper, magazines, etc.) Are you finding that a lot of the properties you are calling on have already sold? (Wait for response) Well just so you know out of the XXX properties **(Active Listings Column)** that are currently listed for sale right now XXX **(Pending Listings Column)** have accepted offers. So that is probably why you are experiencing that. Would you be interested in receiving a list of properties that are currently available that really do fit your needs? (Wait for response) Great! Where can I send that to?

Incoming Call from Prospect

Hello this is XXX with Keller Williams XXX, how may I help you? You need the price for the property at XXX? Sure, let me get that price for you. Now that home is located XXX, is that where you are hoping to be? Great! That home is currently listed at \$\$\$\$. Is that the price range you're hoping to be in? Great! Well I'm not sure if you were aware of this or not but there are currently XXX homes **(Active Listings Column)** listed for sell in THAT price range.

How are you currently finding homes? (Wait for response or offer answers: newspaper, magazines, etc.) Are you finding that a lot of the properties you are calling on have already sold? (Wait for response) Well just so you know out of the XXX properties **(Active Listings Column)** that are currently listed for sale right now XXX **(Pending Listings Column)** have accepted offers. So that is probably why you are experiencing that. Would you be interested in receiving a list of properties that are currently available that really do fit your needs? (Wait for response) Great! Where can I send that to?