**Agent Attraction Bootcamp Week 2 -- The System Scripts**

**8 Step Invitation Script**

1. Be in a hurry
2. Give a sincere compliment
3. Make the Invitation
4. If I, Would You
5. Commitment
6. Confirm Apt.
7. Triple Commit
8. Get off the phone

**Example Script:**

* I don’t have much time Mike, but I’ve always respected you and how you do business.
* Let me ask you a question? If I could show you a way to add a new revenue stream to your real estate
* business, would you be open to it?
* If I text you a link to a short video explaining the opportunity, would you take a look at it?
* If I could get one of the top guys in the company on the phone, would you be willing to jump on and listen to
* his story?
* If I send you a video about the company, would you poke holes in it and tell me if I’m crazy?
* When do you think you could watch it by?
* So, if I called you tomorrow after 5:00 you would for sure have watched it by then?

**Cold Call Script (Matt's)**

Hi, this is\_\_\_\_\_\_\_\_\_\_\_ with eXp Realty. I want to be respectful of your time and tell you exactly why I'm calling.

You currently hang your license at ABC Realty, is that right?

Are you committed to being there FOREVER!?

If I had to reshape the question I'd ask it this way...Are you open to looking at what another brokerage has to offer that might be a better fit for how you do business?

With your permission I'd like to carve out 30 minutes to show you EXACTLY what we are doing for our agents to make this a great place to be. Are you free Monday at
12 or would Tuesday at 1 be better?

Perfect. Before I let you go, I want to make sure to send you a calendar invite to our zoom call...what is the best email address to use?

The last thing I'm going to do before I let you go is send you an email about who we are. The email will contain two links, One is a website to check out a ton of
information about some of the things we offer... The other is actually a short video that explains who eXp is and how we operate. (it takes what would normally be a
3-hour conversation and shrinks it down to 30 minutes)

It's important that you watch that video before we meet on Monday at 12. It will give you a solid foundation for how we operate. It will also probably leave you with

some questions as well. Those will be the first things we cover when we meet, is that fair?

**Cold Call Script (Blake's)**

Hello is this \_\_\_\_\_\_?

Hi, \_\_\_\_\_ My name is Blake with EXP Realty. How are you doing?

I’m sure you’re busy so I’ll get straight to the point…. You currently hang your license with Windermere, Right?
Awesome, I hear great things about Windermere-

I gotta ask, if you could receive ownership in a brokerage and earn a lot more money- doing the same thing you’re doing now… Would you be open to receiving
more information about it? (No, I'm good with Windermere)

I totally understand. Let’s take leaving your brokerage off the table… Like I said, Windermere is a great brokerage.

All I want to do is give you information that gives you an opportunity to make more money and have a piece of ownership. DOES THAT SOUND FAIR?
(Ok, sure)

Excellent… So, this is what I’m going to do… I’m going to send you some information along with a video that explains EXP perfectly. But more importantly, I want to
show you instead of just telling you how you’re going to make more money, what the ownership looks like, and the overall opportunity. Can I borrow 15 minutes of

your time over zoom this Monday or would Tuesday work better?