**Tactical Buyer Scripts in Today’s Market**

We want to give you tactical things you can be implementing now and daily to market and generate more business.

\*\*The agent that can get their client to make a decision will win.

**Getting buyers off the fence.**

(Rates are too high. The markets going to crash. Going to wait till next year).

Home ownership is recession proof. If you can afford the payment, it really doesn’t matter what the interest rate is. Date the rate, marry the house.

Rates can also go up. Right now they are. And we believe they will continue to.  You are actually taking more risk by waiting. It could be a percent more in another month.

Sellers are offering conversions again.

Open Door got pummeled. They bought too many houses and are giving them away. I would be looking up all of the listings they have and try to sell those to my clients. I can call those listing agents up and say I know you’re listed at 500k, I’ve got a buyer at 400k. They will look at those offers right now.

Clients that before were VA or FHA and couldn’t buy and compete. Now they can.

Before you were fighting to buy. Now you are getting the center cut.

You don’t have to buy a house you don’t want. 6 months ago this was not the case. You took what you could get.

The houses that sold for 1 million 6 months ago are now selling for 800k-900k.

**Script for sign calls/internet leads.**

They inquire to see a house:

Hi, understand you want to see 123 Main Street. Are you free today at 3pm?

That’s the script. Book the appointment. Now that the appointment is booked, now the script is:

So, are you currently renting month to month? Come at them with a direct question Vs what’s your situation. They will correct you. Oh, I’ve got a lease till June, living with my parents, own a home, etc.

**When calling colder leads:**

You need to have something new to call them with and engage them with.

Adjustable rates - Hey I know rates are at 6%. I found a lender that will do it at 4%. Let’s chat.

(This would be a great text to send. Even if you can’t find the credit Union that will do that. You can find Lenders that will buy the rate down or even sellers now will do a concession to buy down the rate.)

Script: hey I’ve got a great strategy we are using right now to help get buyers into houses at 4 or 5%

**Script for someone that’s gone cold and ghosting you:**

Find them a house that’s over their price point that you know will take less. So Open Door listings. Call around on listings that have been on the market for over 60 days. Even if not perfect criteria. Just to prove the point to your client. Go find them a 900k home that’s been on the market for 60-190 days.

Call the agent: Hey I’ve got a buyer. They are well qualified, and they are at 800k. I know you’re at 900k. Would your seller look at an 800k offer? If they say yes, then you call your buyer. Tell them Hey I’ve got a great lead on a property that I think you’re going to love. And it’s listed for 900k. But I know they’ll take 800k. Just book the appointment ….so that you can learn more about their timing and motivation. You need some bait to get them back engaged of they've been ghosting you.

**Script for Renters:**

Hey great news, we have a great product that will actually pay your lease breaking fee.

(Seller concession. You are giving them creative solutions. You are positioning it in a way where you can help them solve their problem).

**First time Home Buyer Script:**

Are you a first-time home buyer? Yes. Awesome! I have great news We have this awesome program for first time home buyers where we can give them access to off market properties. These are properties not on the market showing as available to anybody else.

(We’ll do this for everybody. We are just calling it a first-time home buyers’ program to meet them where they are at.  Talk to them. This is marketing.)

**Low motivation Script:**

We think the market is going to crash. Ok, how much do you think the market is going to crash by? If they’re realistic and say we’ll maybe another 10%. Ok so if I can find you a property today that is 10% under market value and you didn’t have to necessarily wait to see if it’s going to happen, would you be interested in that?

(Then you have to go deliver. And you can. The good news is you can. We’ll be sharing specific strategies in the upcoming training!)

**Script for someone you haven’t been in the car with in a while:**

Hey, a lot of things have changed in the market. There is so much more inventory right now. Let’s just go look at some properties, I have a few in mind.

(Even if they aren’t the perfect houses we just want to catch back up and get feedback on some of these houses).

We’ve only been looking at ones for 700k. Let’s go look at some for 800k and get your feedback.

(You’ll be surprised.  Re-energize that buyer).

**How to keep Active buyers in the game:**

Keep those that are ready to go from quitting. Use your Buyer Presentation to walk the client through:

* Weekly Inventory Checklist
* Never leave an appointment without another appointment.
* Either you are writing an offer or setting another appointment.

Script: OK great, this was awesome. I’m glad we saw these houses today. And now that I’ve learned what is most important or that you have to have to have the 4th bedroom, etc I have some other properties in mind that might be a great fit. How does Tuesday at 5pm work for you?

**Active Marketing Strategies/Scripts**

**Write letters to Neighbors:**

* Great letter strategy
* Dear whoever, would you be interested in selling abc property to a client of mine? If yes, please call or text my cell xxxxxxx
* It works! It’s not rocket science. The geniuses is that it’s super simple
* If you really do have a buyer for a particular area or building, use this strategy and or door knock

**Door Knocking strategy:**

Hey, I’ve got a buyer that’s looking in this neighborhood. It’s got to be in this neighborhood. It’s got to be 3 bed, 2 bath, single story.

(Make it generic enough, where really anybody can fall into this criteria). Do you know anybody looking to sell their house like this? And then can also leave behind the letter.

**Good Open House Strategy:**

Sit the Open House, go knock all of the doors and invite to the Open house. Come from contribution. Oh by the way, I happen to have a buyer looking in this neighborhood. The one I’m sitting open today isn’t a good fit for them. But they are looking for something similar in the area.