

Past Client Scripts and Live Call Examples

Types of PC

- **Good connection:** you had a good connection and they will be happy you're calling
- **Decent connection:** they might remember you but you haven't talked in a long time
- **Zero connection:** you weren't their agent, or it's been so long they have totally forgotten you

Goal

1. Deepen the relationship: connect, be curious, be real
2. Determine home status: still here, want to move, want to stay forever
3. Add value: cma, vendor, connection, friendship, etc
4. Update information: email, address, divorced, kids

Pro Tips

- Look for any way to add value, help, pick up on the clues and find a way to help
- Be curious, stay curious, if they give you a topic, DIG IN. Having issues, what issues? Don't like the house, why?
- If it's a colder relationship, always state why you are calling upfront: "I was calling for a couple reasons, 1. Wanted to check in to see if y'all were still here in Clarksville, and 2. were sending all of our clients an end of year home value report on their home and wanted to send one your way as well." Don't just try to have a surface level convo - they will be wondering why the heck you are calling and will be wanting to get off the phone if they don't know the reason
- Gauge the call, don't talk someone's ear off if they could care less
- Ask people who they used for repairs, if they liked them etc - when people feel like they add value to YOU they feel good about themselves
- Lace their name in the convo often, especially at the end - "It was great talking with you, Robert"
- Share about your life a little too, show them you're a real person, but keep the focus on them
- When they are ready to get off, get off. These aren't AD leads, we're not trying to close them, we want to keep the feeling good so they answer again when we call

Easy Opener Topics

- Team name change
- Event invite
- End of year home value reports, would you like one?
- Elevate U - let me know if you would like me to send you more information
- We have a vendor list - can we help you with anything?
- Were updating everyone's information

Staple Calls

- Home Anniversary
- Letter of the week
- Birthday
- Event invite

Key Questions

- Is your home still checking all the boxes?
- Do you see yourselves here for the long haul?
- When someone alludes to not liking home: What about the house is not checking the box for you any more? What about the house is missing for y'all?
- Might buy next year: Ok nice. Was there a specific reason that y'all wanted to wait till next year? A reason that makes next year better for y'all?
- You bought with our team X years ago and I wanted to check in and see if you are still in the area?
- What are your long term plans?
- Is there anything I can help with, anything I can do for you?

Scripts

Zero Connection

They've total forgotten about you or you weren't their agent

Hi this is ____ with the HP team, you bought with our team X years ago and I wanted to check in and see if you are still here in the area?

Yes.

Ok great. And are you still in the same house on X address?

Yes,

Nice. Have things been going well for you with your home since you've been in it?

Yes.

Awesome. Well I was calling for a couple reasons, 1, we are sending all our clients a market analysis report on their home so you can keep an eye on your home's value over the years. Is this the best email to send that to? ____

No, here's the updated....

Ok perfect. And have y'all made any additions or big upgrades to the house since you've owned that might increase the value?

We put in new fridge and poured a patio out back.

Perfect! Sounds like this house is still checking all the boxes for you guys, do you see yourselves here for the long haul?

**fishing for any signs they might be thinking of moving*

Yes.

Thats so great. The 2nd reason I was calling was to let you know we have changed our team name from HP team to Rise Collective, so if you see things with that name coming across, it's still us.

Ok.

Well if there's ever anything we can do for you, recommendation, contractor, questions on the market, you just let us know and we'd love to help.

Decent Connection

They might remember you but you haven't talked in a long time

Hi __ this is Hannah Price, how are you doing?

Good.? Who is this again?

Oh Im so sorry, this is Hannah Price, you bought a home with us a few years ago, and it has been a long time since we talked.

Oh yeah... hi.

Well I was calling for a couple reasons, first wanted to check in and see if you were still in the same house and if everything was still going well for you there?

Yeah, still here.

Ok great! Is that house still checking all the boxes, you see yourselves there for the long haul?

Yeah.

Awesome. Well the 2nd reason I was calling is because we are sending out home value reports to all of our clients and wanted to see if __ address was the best address for us to send that to?

Yeah.

Ok perfect. And have y'all made any additions or big upgrades to the house since you've owned that might increase the value?

No.

Ok, I will make note of that. We'll have this report over in the next week or so and it will show around what your home is worth so you can see how the value grows over the year.

Cool.

Is there anything extra I can do for you, need a recommendation for contractor/cleaner/yard guys, painter ?

No.

Ok! Well couple things to keep in mind for the future, we have a really cool winter event coming up and were renting out the FM arena for all our clients to go ice skating so keep an eye for that. And if you've ever thought about investing, buying a rental home, airbnb, we have an event every other month for our clients that goes into all that.

Ok.

You have a wonderful day.

Ending part 2:

If you're ever interested in knowing how much your home is worth even if you're not thinking about selling, **but just to keep tabs on the value over the years**, let me know and I can send you a yearly report on that.

Ok.

I am going to be doing a better job of staying in touch, so be sure to let me know if there is ever anything can help with.

Post Call Follow Up

- They answer:
 - Every call gets a follow up text: Rachel, it was great talking, if there's anything I can do in the future just let me know! Hannah Price
 - Send a card or small gift based on depth of conversation
- They don't answer
 - Send template text
 - Send template email
 - Only text and email after you have attempted to call - NOTHING REPLACES A CALL. RELATIONSHIPS ARE BUILT ON THE PHONE, not over words on a screen.

Text Templates

Old PC - #1

Hi Keith this is Hannah Price! I am sending all my clients a market value report on their home, do you still own the home on 396 Fernvale Ct? 😊

Old PC - #2

Hi Keith, this is Hannah Price! You bought a home with my team a while back. I wanted to reach out and see if everything was going good for y'all with the home and if you were still in the area? 😊

Old PC - #3

Hi Keith, this is Hannah Price! You bought a home with my team a while back now, are you still in the area?

Post Call Follow Up

Hi Shuree, it was great catching up! If there is ever anything I can do for you in the future, don't hesitate to ask.
Hannah Price

Email Templates

Still here: version #1

Hi Latrese,

You bought a home with my team back in 2016, I wanted to reach to see if you are still in Clarksville and still enjoying your home? 😊

If you have any questions on the market, would like a market analysis on your home to give you an idea of value, or if there is anything else we can do for you, feel free to reach out.

Hope all is well!

Still here: version #2

Hi Latrese,

You bought a home with our team back in *****EDIT THIS DATE***2021** 😊 I was reaching out to see if you were still here in Clarksville?

We are sending our clients a complimentary, end-of-year Market Analysis to show the amount of equity gained since you bought, and what your home is worth today.

Would you like us to shoot one your way?

Hope all is well!

Home Anniversary

Hi Keith,

You are coming up on another year in your home, Happy Home Anniversary! If there is ANYTHING we can ever do for you, please reach out. 😊

Are y'all still in the area? Hope things are well with you. ***** add this if it's been a long time and you're not sure**

Have a wonderful day!



Play 53 second video



Example Calls

Good connection:

You had a good connection and they will be happy your calling

Decent connection:

They might remember you but you haven't talked in a long time

- Tobi: [Tobi - 3 years ago, 1st time call](#)
 - Staying curious even when the news is bad
 - Horrible luck with repairs
 - “What are your long term plans..”
 - Let know about CMA, invited to event
- Weid: [Weid - 1st call since closing 3 years ago](#)
 - Good example of intro when they don't know who you are
 - Staying curious
 - “Do you see yourself in Clarksville longterm..” found timeline
 - Invite to event, cma suggest
 - Can I do anything for you?
 - Referral ask and coaching on how to refer
- Abby: [1st time PC call turns to seller hot lead remainder of call](#)
 - [remainder of call](#)

- Not accepting face value answers, digging
- Could have easily missed this
- Setting appointment, payoff request
- They mentioned another realtor that's friend
- They sold with us :)
- Cody Roby
- Dylan Simpkins

Zero connection:

You weren't their agent, or it's been so long they have forgotten about you

- Sheryll: [Weid - 1st call since closing 3 years ago](#)
 - Never called, not my client
 - Gave clues they might want to buy in future
 - Mentioned a referral - didn't go for the kill immediately, circled back and set follow up
 - Building rapport
 - Referral ask and showing value of being connected sooner
 - Feedback: should have gone straight for the referral
- Josephine: [Josephine - 1st time since closing, not my client, referral ask.way](#)
 - Never called, not my client
 - Found way to add value
 - Asked for referral and set follow up