



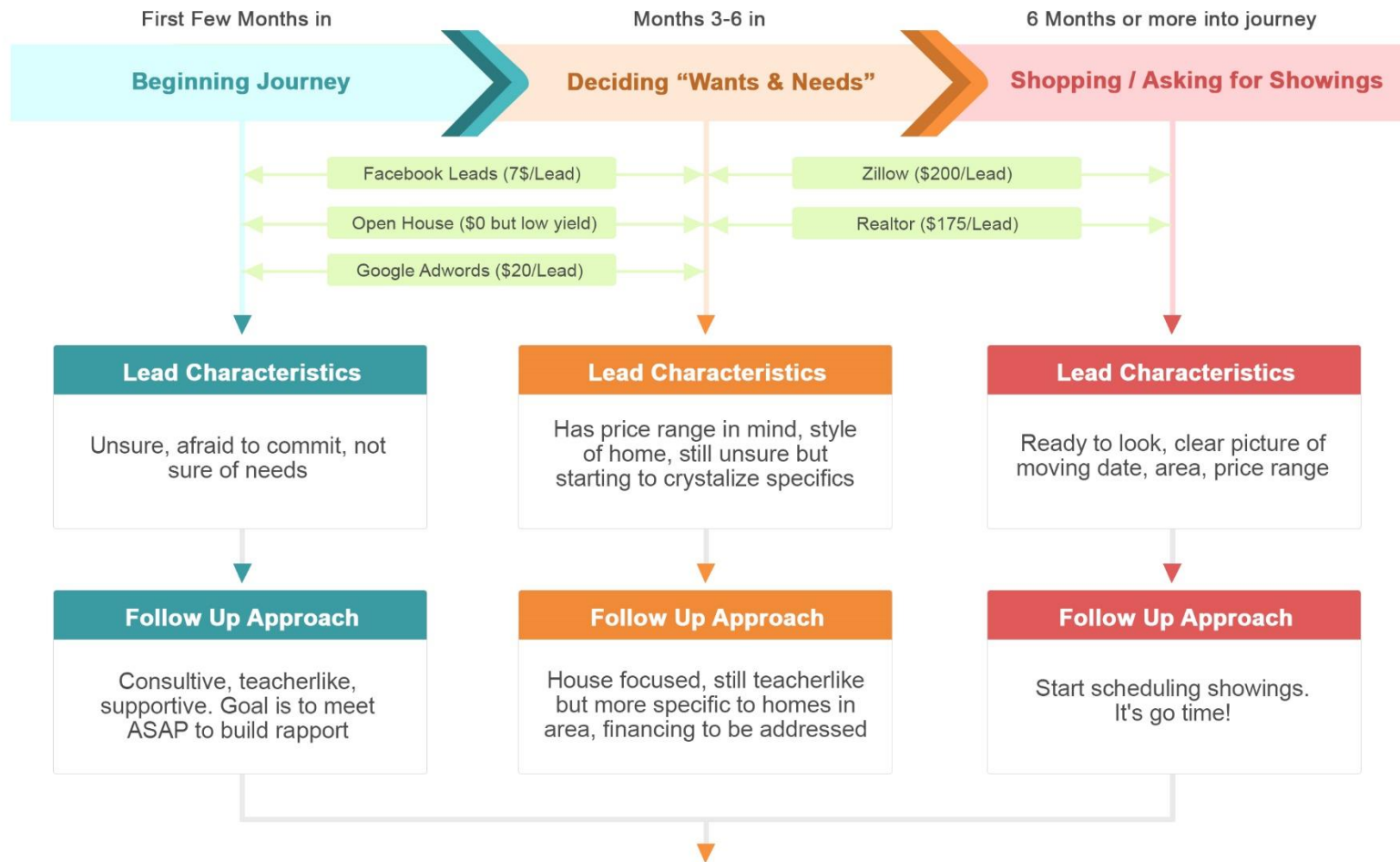
YLOPO SCRIPTS FOR SUCCESS

By Professor Barry Jenkins

ONLY
\$295

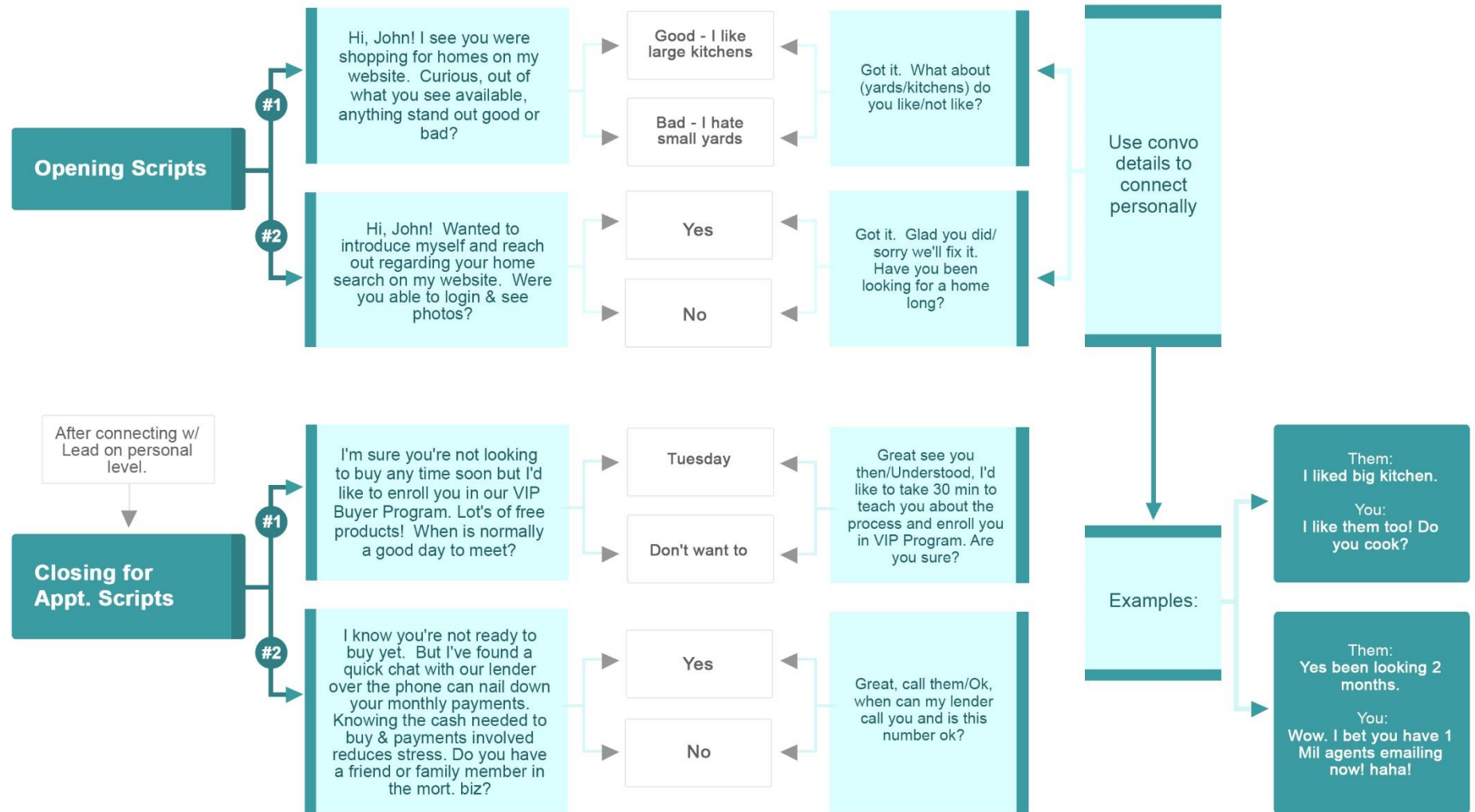
Lead Buying Journey and Script Theory

Typical Homebuying Journey

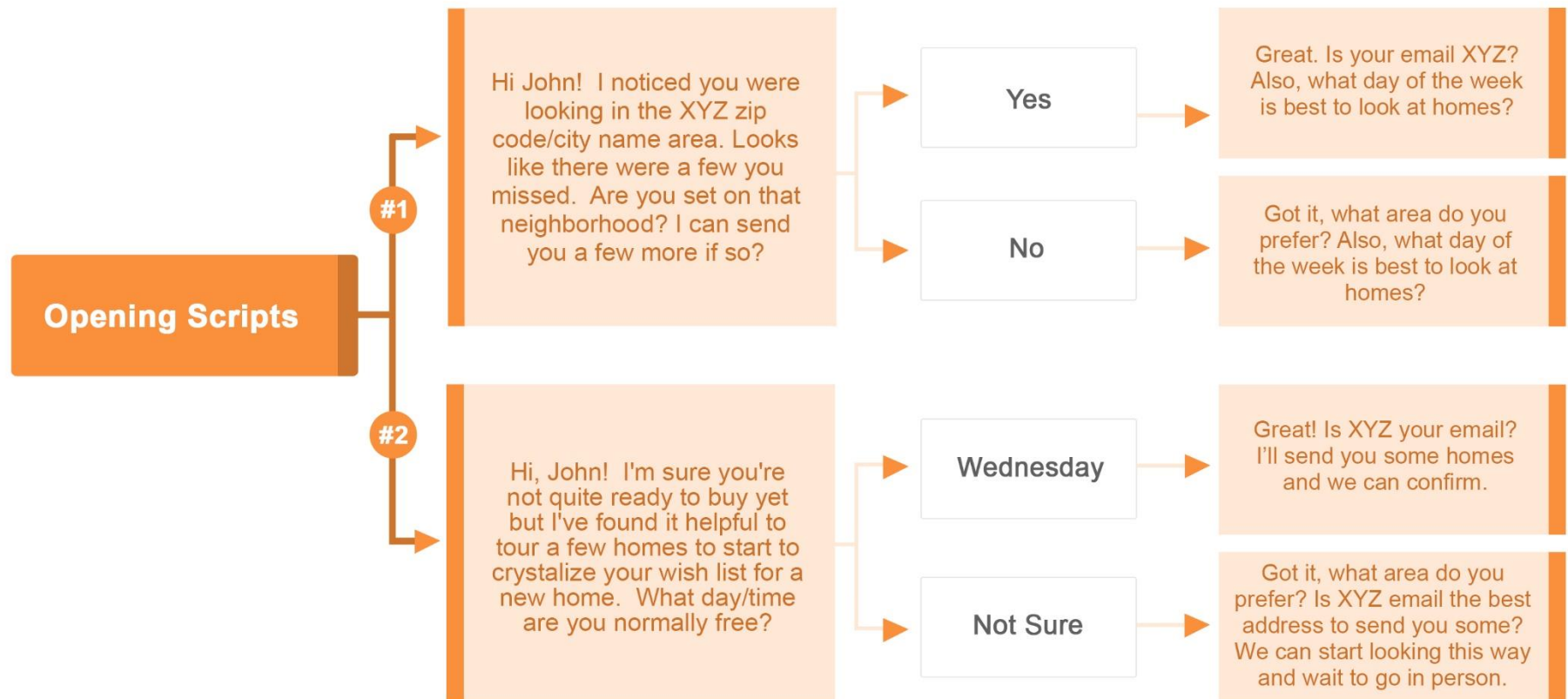


Lead Sources help give insight to buyer readiness. More importantly, ask questions and LISTEN to answers, observe body language, words used, pattern of speech to give insight into how far along the buyer is in their journey.

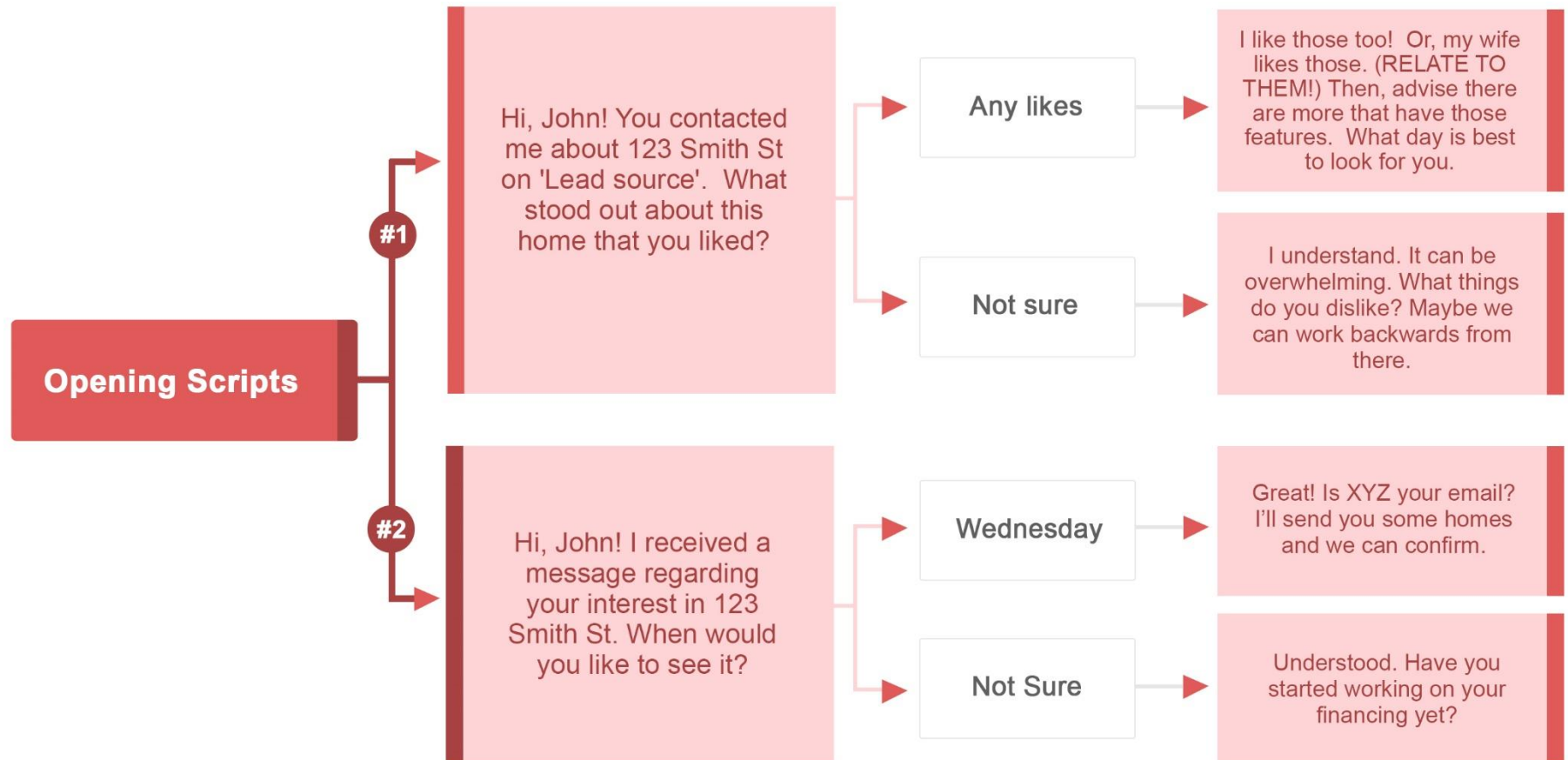
Scripts for Buyers Beginning Their Journey



Scripts Midway



Advanced



Common Buyer Objections

Just Looking/Browsing

Looking is fun! My wife and I shop regularly and we aren't moving anytime soon. What are you looking for when you move next? And do you own or rent right now?

Not Ready/12 mo out

Got it. I'm always amazed when people plan this far ahead. I can't even plan dinner! (haha). So, what is the plan exactly?

How'd you get my info

Sorry for any confusion. You contacted me somehow on my website. I had a note to reach out and get your thoughts on the houses you see. What stood out good/bad about the homes you saw?

I have an agent

Got it. It speaks highly of you that you want to maintain that relationship and are bringing it up now. That being said, I've found home buyers that are looking on their own many times are receiving less than stellar service so they are searching on their own to supplement. Did you know if you haven't obligated yourself to any other agent legally, you can work with more than one agent at a time?

Common Seller Objections

Just Curious regarding home value

Yes! I'm interested in my home value and I'm not moving so I understand. Did you by chance see how many buyers are looking for a home like yours? If you missed it, I can pull it up. It's incredible the activity in your area. If you received a good offer, would you be open to moving?

Not Ready/12mo out

Got it. I'm always amazed when people plan this far ahead. I can't even plan dinner! (haha). So, what is the plan exactly?

How'd you get my info

Sorry for any confusion. You contacted me somehow on my website regarding your home that you own. I noticed the auto-eval was off some and wanted to see if you wanted me to update it/fix it so you can get a better idea of value?

I have an agent

Got it. It speaks highly of you that you want to maintain that relationship and are bringing it up now. That being said, this is likely the largest sale of your life. Rather than making this about being kind to other agents due to varied relationships, the decision on who to list your home should be all about you. You owe it to yourself to interview as many agents as possible.

Seller Y-Priority Alerts

Seller Remarketing Visit

Hi, John! I've been sending some home owner data your way recently. Did you see your home value and the number of buyers looking for a home like yours?

Call To Action: Market Trends

Hi, John! I wanted to make sure some of the nuances of the market tool I sent you came through ok. When can we chat about this in detail?

CTA - Home Value Checked

Hi, John! My system flagged your home value check due to there being a minor issue with the data. When can we meet so I can fix and review the info?

Call to Action - Private Showing

Hi, John! I'm sure you don't want to sell your house tomorrow but I'd like to strategize with you on when the right time would be to bring my buyers by.

Call to action - Viewed Homes

Hi, John! Did you happen to see the folks down the street from you that just listed their home? I know you aren't ready to list your home, but I'd love to chat with you about how these listings will impact your home value.

Buyer Y-Priority Alerts

Buyer Remarketing Visit

Hey, John! I was going through my files and I wasn't sure if you ever found a home? Were you still looking in XYZ zip? There are a few I think you missed that you might like?

Viewed Listing 3 Times

Hey, John! Sorry if I'm being a pest but there are a few homes on "listing viewed 3 times" street and another in that area I saw that I think you would like. Are you free one day this week to look?

Shared Listing

Hey, John! There are some homes in the "neighborhood of shared home" I think you will LOVE. When can we look at a few?

Handraiser

Hey, John! How's the search coming along? I wanted to pencil in a time to talk about your real estate plans. I realize you don't want to buy a home tomorrow or anything. But with a purchase of this size, it's important to be prepared!

First Saved Listings

Hey, John! There are some homes in the "neighborhood of saved home" I think you will LOVE. When can we look at a few?

Expired/FSBO Intro Script

Intro Call/Text Opening

Hi, This is Agent Name w/ Company. I noticed you hadn't sold your home yet and I think I know why. Looks like your ranking on social media was incredibly low and your profile on Zillow/Trulia/Realtor.com was buried behind the competition due to some simple omissions in your listing profile. When can we review this so the next time you list you won't be at such a marketing disadvantage?

Favorable Reply

Set appointment

Un-favorable Reply

If you're still open to selling your home one day, I actually pulled a report in my active database and have a list of buyers that have searched for a home in your area, price range, and size. I'd love to show you how we are able to market to these folks if you're still open to selling one day. Again, this is just a free education for planning purposes. Nothing more or less.

Questions to Increase Engagement

Question #1

What did you like and what would you change about the homes you saw?

Most agents ask something like:
What kind of home do you want?
If the buyer is early on in their process (like in a PPC lead scenario), they won't respond favorably.

Question #2

If you could wave a magic wand, when would you be in your new home?

Most agents ask something like:
When do you want to buy your new home? If the buyer isn't sure about their plans, they will rush off the phone. This question allows them to share their dreams.

Question #3

Do you have a friend or a family member in the mortgage business?

Most agents ask something like:
Do you want to talk to my lender?
He is really good. If the buyer is like most, they are generally jaded with salespeople and they will assume you are getting a kickback. This question allows them to realize you have their best interest at heart.