



LEAD CONVERSION SCRIPTS & TIPS

RealGeeks

Copyright © 2023 Real Geeks

All rights reserved.

No portion of this publication may be reproduced in any form without attribution to Real Geeks and a link to the original publication, except as permitted by U.S. copyright law. This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. While the publisher has utilized their best efforts in preparing this publication, they make no representations or warranties with respect to the accuracy or completeness of the contents of this publication and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional when appropriate. The publisher is not liable for any loss of profit or other damages, including but not limited to special, incidental, consequential, personal, or commercial damages.

1st edition 2023

INCLUDED SCRIPTS & TIPS

Build Relationships	01
FORD Conversation Starters	02
SNIF Conversation Progression	04
Conversation Topics to Avoid	08
Cultivate the Relationship	09
Overcome Objections	10
Provide Value	11
Buyers and Sellers	12
Buyer Script LPMAMA	13
Seller Lead Best Practices	15
8 Prospecting Tips	18

BUILD RELATIONSHIPS

Working in a relational industry, pressure to establish trust and rapport can make it difficult to start meaningful conversations. Use scripts not to just to say the right thing, but to guide conversations to a genuine connection.

Practice using FORD and SNIF conversation starters on the following pages to develop authentic connections—authenticity sells.

CONVERSATION STARTERS

FORD METHOD

F | FAMILY
O | OCCUPATION
R | RECREATION
D | DREAMS

F | FAMILY

Gain valuable insight by learning about a person's family or family-like support system.

It's key to share appropriate info about your own family as you approach this subject.



- “ *What part of the country were you raised in? Do you still have family there?*
- “ *Are you the oldest or youngest out of your siblings?*
- “ *What's your ultimate goal for your family? Do you envision staying in this area forever?*



O | OCCUPATION

Build appreciation and discover a person's future needs by learning about their occupation.

Makes for great conversation regardless of person's feelings about their work.

- “ *How do you spend most of your time? Does work keep you pretty busy?*
- “ *What do you enjoy most about your industry? How did you get started?*
- “ *If you could do anything, what would you do?*

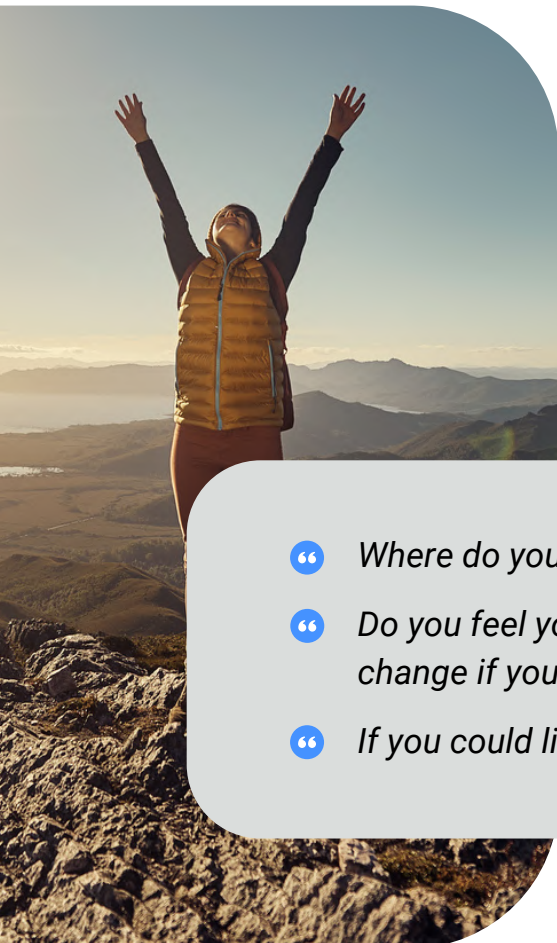
R | RECREATION

Create meaningful conversations by learning about a person's hobbies and interests.

Engage a person in an area they're passionate about to get them talking about what they love.



- “ *What do you do for fun when you're not working?*
- “ *In your spare time what keeps you busy?*
- “ *You mentioned XYZ—I've always been interested in that, how did you first become interested in it? What's it like?*



D | DREAMS

Get people talking about their dreams with open ended questions.

Everyone has aspirations and goals they're working towards.

- “ *Where do you see yourself 10 years from now?*
- “ *Do you feel your life is where you want it to be right now? What would you change if you could?*
- “ *If you could live anywhere in the world where would it be? Why?*

CONVERSATION PROGRESSION

SNIF METHOD

S	STARTER STATEMENT
N	NAME
I	INTERESTS
F	FAMILY

S | STARTER STATEMENT

Ask for information

Even if you know the answer, it's a great way to start conversation.

Pay a compliment

Brighten someone's day—an easy win for starting conversation.

Make a joke

A funny comment is a lighthearted way to strike up conversation.

Make an observation

Comment on the building, amenities, or decor to start the conversation.

Comment on the weather

Last-ditch effort, but often works more than it doesn't.

“ Do you know what this is for?

“ Have you ever been here before?

“ Your dog is adorable! What's their name?

“ I love your XYZ! Where did you find it?

“ Wow, that pastry looks tasty! I feel like I've gained 200 calories just looking at it!

“ They did a great job decorating this office.

“ These views are beautiful, don't you think?

“ It's a beautiful day isn't it?

“ Can you believe all the rain we're getting?



N | NAME

As soon as you break the ice with a starter statement and exchange a few pleasantries, **introduce yourself**:

“ Hi I’m Paul, what’s your name?

Finding out their name is the first step to making a new contact. If they have an unusual name you can say something like:

“ I love that name, it's so unique! Am I pronouncing it correctly? How do you spell it?

“ Your name is so original, I love it! Do you know how your parents came up with it?

Introducing yourself, asking their name and additional relevant questions shows genuine interest in who they are.



I | INTERESTS

After you find out who you're talking, **learn more about their interests**. Sports, hobbies, and activities are great ways to engage people.

Everyone is passionate about something, showing interest in the things they're interested in will go a long way:

- “ I've never been here before, do you come here often?
- “ Is there anything else you enjoy doing in this area?
- “ I see your t-shirt says (band name). Have you ever seen them live?
- “ I saw on the welcome email that you just moved from Fiji. What's it like there?
- “ Your dog is so well behaved! How long have you had them?

- “ Oh really? Tell me more about that! I've always been interested in XYZ.



F | FAMILY

Almost everyone has a family, or a family-like support system. If you can get someone talking about their family, you're way to having a new friend.

Family is a deeper level of conversation—**you should only ask about family if you've built up to it** with a starter statement, name, and by discussing interests.

Mentioning your own family is a great precursor to asking about theirs:

- “ *My kids are coming to visit this weekend from out of state. Does your family live in the area? Do you have any children?*
- “ *I just hosted a bunch of family from out of town. Do you talk to your family much? Any plans to see them soon?*
- “ *My family and I just got back from vacation. Do you have a big family? Are you pretty close to them?*



CONVERSATION TOPICS

THINGS TO AVOID DISCUSSING

In real estate it's important to stay neutral and non-confrontational. You never know where someone stands, what they believe in, or why—and at the beginning of a business relationship it shouldn't matter.

Certain topics can be touchy no matter what. To avoid conversations that may make people upset, **steer clear of the topics below as you talk with others.**

Keep your conversation starters positive to start great relationships and make new clients!

- ❌ *Salary or benefits*
- ❌ *Politics or political issues*
- ❌ *Religion or beliefs*
- ❌ *Age*
- ❌ *Controversies*
- ❌ *Gossip*



CONVERSATION TIPS

CULTIVATE THE RELATIONSHIP

Calls lead to conversations, and conversations lead to commitments. Commitments lead to closings, and closings lead to cash.

Success takes an authentic relational approach, not a transactional mindset.

- ✓ Abundance mindset—people will always need to buy and sell homes
- ✓ Focus on developing connections and nurturing long-term referral opportunities
- ✓ Ready to meet lead needs even when they don't involve a transaction



CONVERSATION TIPS

OVERCOME OBJECTIONS

The hard truth of calling leads is that no call will go as planned. The only guarantees are the objections—they will say no. Be prepared for them to tell you why they don't need an agent.

Do leads want to talk about real estate?

SW/SW/SW

Some will, some won't. So what?
Validate and emphasize with their concerns.
Make them feel heard.

“ *Just Browsing. Not Serious.*

Agree - Let them know you also like to browse, and you understand they're not looking to buy soon.

Ask - Find out what they might like to change about their living situation when they do eventually move.

“ *Not looking to buy for XYZ years.*

Appreciate - Convey that you're impressed by their vision and ability to plan ahead.

Ask - Discover their plan, hopes, and ideals for their future home purchase.

CONVERSATION TIPS

PROVIDE VALUE

As an agent, you are the expert—use this to your advantage by providing a valuable experience for every lead you connect with.

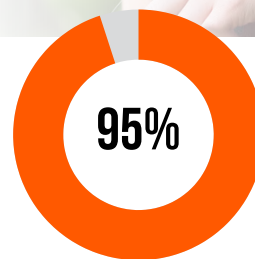
Share helpful information freely to establish trust, and reinforce why you are the agent to work with.

PERSISTENCE PAYS OFF

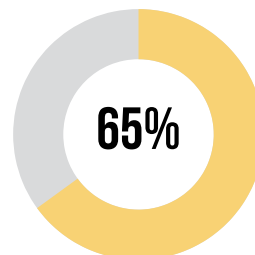
Be patient, positive, and persistent. Check-in with all leads on a monthly basis.

There is an abundance of "low hanging fruit" in the industry—leads waiting for an agent to consistently deliver on their initial promise.

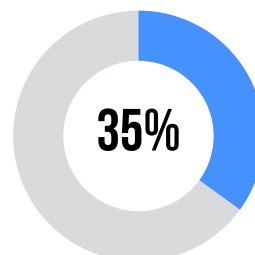
Success lies in your commitment to follow-through where others won't.



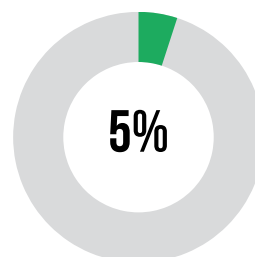
of agents will **call leads right away**



of agents will **make a 2nd call**



of agents will **make a 3rd call**



of agents will **make a 4th call**

BUYERS & SELLERS

CONTACT IN UNDER 5 MINUTES

Contact made with a lead in the first hour of registration is 7 times more likely to result in meaningful conversation than making contact even an hour later—and 60 times more likely than waiting 24 hours or longer to make contact.



Ensure your Real Geeks CRM is set up to send **email, text, and in-app push notifications** the moment a new lead registers on your website.



Enable Real Geeks Sign-Up Responder Texts to automate initial text reach outs to new leads.

BUYER SCRIPT

LPMAMA

L	LOCATION
P	PRICE
M	MOTIVATION
A	AGENT
M	MORTGAGE
A	APPOINTMENT

L | LOCATION

Where do they want to live?

- “ The home you called on is located in the XYZ area, is that the area you're looking in? Are you interested in other areas as well?
- “ Just out of curiosity, what areas are you looking to buy in?
- “ What neighborhoods are important to you?

P | PRICE

How much can they afford?

- “ The home you called (or are looking at) is listed at \$XYZ, is that the price range you are looking to buy in?
- “ So, what price range are you more comfortable buying in?

M | MOTIVATION

When can they move in?

- “ By the way, do you currently rent or own your home?
(OWN) Is your home currently on the market?
(RENT) Are you month-to-month or are you in a long-term lease?
- “ Just out of curiosity, how soon do you want to be in your new home?

A | AGENT

Are they working with another agent?

- “ Have you signed a buyer rep agreement with another agent?
- “ How long have you been looking for a new home?
- “ How many homes have you toured so far?
- “ Just out of curiosity, how have you been seeing homes? Are you going to open houses with an agent or door-knocking?

M | MORTGAGE

Are they pre-approved?

- “ By the way, will you be paying cash or will you need a mortgage?

A | APPOINTMENT

Closing—set the appointment!

- “ Based on the information you've given me, here's what I recommend we do... Let's set up a time to meet in my office to go over the home buying process, do a complete market overview, and set up some time to go look at homes. How does that sound?

SELLER LEAD

BEST PRACTICES

CALL LEADS IMMEDIATELY

Call **within the first five minutes** of receiving the lead to substantially increase engagement odds.

If they registered on your website, they're on their device researching the value of their home—What better time to call?

Call twice in a row

Many prospects won't pick up the first time, but their curiosity often prompts pick up on a double ring.

WORK PARTIAL LEADS DAILY

Never assume partial leads aren't interested because they don't complete the registration form.

Use online services to turn partial leads into full leads—Many agents convert partial leads over time.

Collect Information

Use tax or property ownership info to scrub homeowners.

SEND PROPERTY UPDATES

Add a Saved Search for each seller lead in your Real Geeks CRM.

Seller prospects want to know when a home in their neighborhood hits the market.

Boost Engagement

Market property updates as live comps to increase potential engagement.

DELIVER VALUE PROPOSITION

Using your Real Geeks website, perform a home valuation for every seller lead.

Once performed, the lead will receive **monthly home value updates automatically**.

Continued Engagement

Automatic monthly updates prompt leads to revisit your website.

CONTINUE TO FOLLOW-UP

You're more likely you get a response the more you engage. **Don't stop following up unless asked.**

Engage leads, build your brand, and establish rapport to build trust over time.

Stay "Top of Mind"

Consistent follow-up establishes you as the "go to" agent.

UTILIZE MARKETING TOOLS

Market yourself and prompt engagement with the **mass emailing feature** in your Real Geeks CRM.

Start conversations and book appointments automatically by adding **Geek AI** to your CRM.

Reactive Responses

Turn on Reactive Responses to send automatic texts based on website activity.

SEND A SELLER REPORT

Provide serious leads with a pre-listing package or presentation with comps and recent sales.

This establishes credibility and lets them know you're a serious agent who will work hard for them.

Trust Your Instincts

Your ultimate goal is getting their listing one day. If your instincts tell you they're interested—go for it.

WORK LEADS LONG TERM

Don't give up. Most homeowners take **six to nine months before they're ready to sell**. If they say they'll be ready in six months, follow-up in three!

Remember—most agents give up early on in the process. The fortune is in the follow up!

Nurture Sellers

Nurture potential sellers with quarterly CMAs, phone calls, and personal emails.

REACH OUT IN PERSON

Be Brave! Door knock your leads.

Reception is typically much warmer at the front door than over the phone. The ultimate goal is to go from voice to voice, to face to face anyway.

Show You Care

Showing you're a real person who really cares goes a long way!

BRING BACK SNAIL MAIL

Add your leads to your direct mail campaign.

The majority of communication is digital these days. This provides an opportunity to deliver value directly to a lead's physical mailbox.

Be Unique

Send leads something they'll physically interact with!

8 PROSPECTING TIPS

1

SMILE

Place a mirror at your prospecting booth so you smile all the time.

2

STAND UP

This helps boost your energy while prospecting.

3

SCRIPTS

Have your scripts in front of you, know what questions to ask.

4

BE PREPARED

Have your objection handlers in front of you.

5

PRACTICE MATCHING AND MIRRORING

Match the prospect's speaking speed and energy.

6

WATCH YOUR TONE

Talk softer or louder depending on what you're saying or what they're saying.

7

ASK FOR THE BIZ

Ask 5 times for the appointment.

8

KEEPING ASKING FOR THE BIZ

For a challenge, play the "hang up" game. Keep asking for an appointment until they give you one or hang up!