

Online Shopper Script

This is {Your Name} from Realty One Group. I am calling to make sure you received your free home appraisal as part of your recent online mortgage request. Did you get your free appraisal yet?

(They will answer "No") OK, no problem. It looks like you are shopping for a home in Phoenix around \$350,000. Did you at least get pre qualified by the lender?

"Yes" - Perfect! Well that means you are ready to start looking at homes. I can set you up with the free appraisal. In fact when you work with me I offer you a range of Buyer Appreciation options including paying for your appraisal, buying you a smart thermostat, purchasing you the upgraded Fidelity National home warranty, or a few other options. I'll send you the list of perks and their descriptions, pick any one you like. Do you have a moment to tell me a little about the type of home you are looking for? (you have built report at this time, do your thing.) SET AN APPOINTMENT for specific date and time.

"No" - OK, I am sending him a text right now to call us. While we wait, will you share with me a little about the type of home you are looking to buy?