

KNIPE REALTY ERA POWERED

PRESENTS

FIRST CONTACT BEST PRACTICES

► Our goals during the first call:

1. Make a good first impression – 89% of consumer base who they want to work with off first impressions.
2. Book an appointment to meet face to face - 80% of consumers end up working with the first agent they meet face to face. The main goal is to get in front of them, no matter how far out they might be.

► Best Practices:

- Always start with a professional introduction and offer a showing IMMEDIATELY. “This is (name) with Knipe Realty. Which property would you like to view today?”
 - A 2-year study showed if you provide instant gratification by offering a showing immediately, you are 3 times more likely to get that appointment.
 - 78% of agents obtained the appointment if they offered it immediately, compared to only 23% of agents who offered it later in the conversation.
- Be excited to help! Make the consumer feel as comfortable as possible. Don't forget to SMILE!
 - Remember, they are talking to a stranger from the internet about the largest, most emotional purchase of their life. It is likely they will be nervous and guarded.
- Do not appear scripted and let the consumer do most of the talking. Listen to the caller to understand their needs and what they liked most about this particular property.
 - Very few consumers purchase the first property they inquired about. It's important to understand their needs so we can bring value and provide options if this one doesn't work for them. It's likely 1-2 very specific reasons why they are asking about that property, like the large yard for their kids and the cabinet space in the kitchen because they love to bake.
 - We are 80% more likely to close the deal if we only speak 20% of the time. We should be consulting them by asking questions, not spewing a sales pitch.
- Build rapport with the consumer! Ask about their family, occupation, motivation for moving. Use our scripts to learn about Motivation, Location and if they have any Agent.
 - Be sure to call them by name during every interaction.

- Close the call on a professional note and always follow up with a text letting them know wonderful it was to speak to them and how excited you are to meet them.
 - o 77% of consumers prefer texting.
 - o 48% of buyers read online reviews of the agents to evaluate them.



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