

KNIPE REALTY ERA POWERED

PRESENTS

SHOWING REQUEST SCRIPTING

- ▶ • This is (name) with Knipe Realty, what time would you like to tour 123 Main St. today? (Goal: Appointment)
- ▶ • Great! It's a beautiful home. My favorite thing is XXXXX. What did you love most about it that made you want to see it in person? (Goal: Motivation)
- ▶ • Wonderful. I'm really excited for you to show you this home! What other Zillow homes would you like to go see? (Goal: Location)
 - o If their response is 'Just this one': Sounds great! This home is in TOWN, are you trying to stay within a certain school district or distance to work?
- ▶ • I want to make sure I find you a couple other properties of I think you might love as well, should I send them to you, or do you have an agent I need to send them to? (Goal: Agent)
 - o Do not discuss pre-qualification on the first call unless they love that home. 40% of buyers are first-time buyers. Some assume buying a home is like buying a car and wait to get pre-approval until after the showing.

Go and show.

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