

Darryl Davis'

TOP 12

Dialogues

Guaranteed to Fill Your Calendar

Real Estate Prospecting
& Objection Handling
Dialogue for Today's
Real Estate Professional



While I'm not NORMALLY a fan of scripts dialogues, mostly because *the other person has to know THEIR part* – I do make exceptions. Especially when it comes to calling FSBOs and Expireds.

In this special eGuide, I share **twelve of the most top requested Power Agent® dialogues**. When used consistently, our members tell us they are **booking at least two out of every four calls**. I've also thrown in some for working with your sphere, farm, and even a common objection handler!

When agents have a handle on **what to say and when to say it**, they *feel more confident and competent* when reaching for the phone or canvassing their farms. In turn, that confidence helps them to prospect more, with **greater results**.

There is no more important time to build your listing inventory. Our markets are shifting, and with it, agents need to stay focused and at the top of their game. I hope these **Power Agent®** dialogues help you do just that.

Remember, we're here if you need us! Call my office at 800-395-3905 or visit us at www.ThePowerProgram.com if you have any questions!

Keep Smiling!



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Book of Business Update

Many agents have boxes and boxes of files, or outdated records, and find themselves now needing updated client records that include current EMAIL addresses.

What works? Hire an admin or a temp to hit the phones. You can break the task down into a daily number of calls until the files are updated.

"Hi! My name is _____, and I'm calling for _____ (Agent Name), your neighborhood real estate expert. Perhaps you remember, you were involved in a real estate transaction with (Agent Name) in (Month, Year). Do you have a minute?"

_____ (Agent name) is putting together a valuable report on the local market conditions, which will give you a good gauge on what that means to your property values and he/she wanted to send you a copy. Is there a good email address we can use to send that to you?"

Thank you so much!



Call Intro to Farm Neighborhood

Power Agent®: *Hi, this is (Your Name) from (Your Company); how are you?*

Owner: *Fine.*

Power Agent®: *I hope I haven't interrupted you. I'm calling to let you know that I've been sending you some information about the market to keep you informed about what's going on in your neighborhood. Have you been getting that information?*

Owner: *Yes.*

Power Agent® (Value Option #1):

I wanted to let you know that one of things I'm also doing for my neighbors is I'm offering a free report on _____. I understand you folks may not be selling right now, but if you ever do, this is really good information to have.

Power Agent® (Value Option #2):

One of the things we're offering as a service to the community is a Free Over-The-Phone Market Analysis. We believe this is important because a home is usually one of a family's most important assets. Like a stock portfolio, you should periodically get an update on the value of your assets. What we're offering is a simple OverThe-Phone Market Analysis. How it works is -- I ask you some questions about the house, and then I go do a little research, do the market analysis and call you back with the results. Do you have some time for me to do this with you now?



Door Knocking For Your Farm

Power Agent®: *Hi, I'm (Your Name) from (Your Company); how are you?*

Owner: *Fine.*

Power Agent®: *I hope I'm not interrupting you. The reason why I'm stopping by is to let you know I've been sending you some information about the market to keep you informed about what's going on in your neighborhood. Have you been getting that information?*

Owner: *Yes.*

Power Agent®: *Great. I also wanted to introduce myself. Here is (give something of value or a gift).*

If there is anything I can ever do for you and your family in regard to real estate, my number is on the bottom of (what you just gave them.)

By the way, I'm also offering homeowners in the area a Neighborhood Market Report. It's a report that offers two things: First, it shows how much neighboring houses sold for, and second, based on that information, gives you a value range for your property's worth. We believe this is really important because a home is usually one of a family's most important assets. Just like a stock portfolio, you should periodically get an update on the value of your assets. Is that something you would be interested in?

Owner: *Yes.*

Power Agent®: *Great. The first step is to take a quick look through the home, get some information about square footage, etc., and then I can put that report together. When is a good time to take the tour?*



Expired

Step 1 Identify

Hello. May I speak with Mr. Jones?

Step 2 Introduce

*Well, hi. This is Darryl Davis from
POWER Realty. How are you?*

Step 3 Clarify

The reason I am calling is that I noticed that your house expired off the MLS and I was wondering if it was still for sale?

Yes - Have you put it back on the MLS? No - Did you Sell it?

Step 4 Build A Relationship

I am looking at a copy of your listing on the Multiple Listing Service, and I'm a little surprised it didn't sell. Why do you think that is?

After they answer that question, the rest of your questions need to be focused on where they are moving to, not why they didn't sell. Where are you moving? When do you want to be there? Is there a particular reason you chose that location?

Step 5 Invite Action

Mr. Jones, I understand this is probably frustrating for you, but let me ask you this: If I had a buyer who was willing to pay the price that you need to make this move a success, and we can still get you to Florida in the time frame you want, and with the money that you need, is that something you'd consider?



Expired Voicemail

Hi, this is (Your Name) from (Your Company).

The reason I'm calling is that I noticed that your house has expired from the Multiple Listing Service, and I have some important information about that.

I might even have somebody who might be interested. I'm not too sure because I need to get some more information from you first. Please call me back.



FRBO (For Rent By Owner)

Step 1 Identify

I'm calling about the rental. Is the house still available?

Step 2 Introduce

Well, hi. This is Darryl Davis from POWER Realty. How are you?

Step 3 Clarify

The reason that I'm calling is that I see you're renting your place, but I was wondering if I had someone who wanted to buy your house for a nice profit, would that be something you would be interested in?

Step 4 Build a Relationship

Ask rapport-building questions that any buyer would ask, such as the number of rooms, condition, how long they have been in the house, etc.

Step 5 Confirm the Appointment

Would you be offended if I stopped by to take a look at what you have and see how I can help you?



FSBO

Step 1 Identify

*I'm calling about the house for sale.
Is it still for sale?*

Step 2 Introduce

*Well, hi. This is Darryl Davis from
POWER Realty. How are you?*

Step 3 Clarify

The reason that I'm calling is I that noticed your ad (sign, etc.) and I was wondering if you're working with brokers in the sale of your property?

Yes – *Is it currently listed with a broker?*

No – *So you are trying to sell it on your own?*

Nasty Response — *Is that because you want to save the commission?*

Step 4 Build a Relationship

Well, I'm looking at a copy of the ad and the house sounds lovely. Did you write this ad?

Now proceed to ask rapport building questions. First ask questions that a buyer would ask, such as number of rooms, condition, improvements, etc. When you feel you have some rapport and they are talking more than you, go onto the second set of questions, which is why are they selling.

Step 5 Invite Action

Would you be offended if I stopped by to take a look at your house? If I had a buyer who was willing to pay you your price and my commission, could we work together? It is possible in some cases to do that, but first I would need to look at your house.



FSBO Voicemail

Hi, this is (Your Name) from (Your Company).

The reason why I was calling is that I noticed you are selling your house, and I have some important information about that.

I might even have somebody who might be interested. I'm not too sure because I need to get some more information from you first. Please call me back.



Old FSBOs

Step 1 Identify

May I speak with _____?

Step 2 Introduce

*Well, hi. This is Darryl Davis from
POWER Realty. How are you?*

Step 3 Clarify

*The reason that I'm calling is that our records show you tried selling your home _____
months ago. Is that correct?*

Step 4 Build a Relationship

*I ask because my company listed other homes in your area around the same time that
you were looking to sell, and those homes all sold. Can I ask you:*

- Were you thinking of selling again?
- Where were you thinking of moving to?
- Why there?
- Have you looked at any houses there?
- How long have you been living in this house?

Step 5 Invite Action (Mix & Match)

- 1) *Was the reason you were trying to sell it on your own to save commission?*
- 2) *If I could help you get to _____, and you wouldn't have to pay a brokerage fee out of that, would that
be of interest to you?*
- 3) *It's possible in some cases to do that, but first I would have to see your home.*
- 4) *If it made financial sense, would you re-consider moving to _____?*
- 5) *Why don't we do this? Why don't we find the time when we can get together, you can show me the
house, and I can tell you how much your house is worth in today's market and see if I can help you get
to _____?*



Orphan Adoption

Step 1 Identify

I'm looking for _____.

Step 2 Introduce

Hi, this is (Your Name) from (Your Company); how are you?

Step 3 Clarify

The reason for this call is to apologize. It seems as though you bought (or sold) a house ____ years ago through our company, and the agent who was involved in the sale is no longer working for our company. The reason for the apology is that it seems as though we lost touch with you. So I've been appointed from our company to be your new representative; if you should ever have any real estate questions, you can feel free to call me personally.

Step 4 Find Out What They're Committed To

- 1) By the way, how are you enjoying the house?
- 2) Have you made any major improvements to the house?
- 3) What do you like best about the neighborhood?
- 4) Have you ever thought of moving?
- 5) If you were to move, where would you move to?
- 6) If you could have a larger home or be in a different neighborhood for the same monthly payment, would that interest you?

Step 5 Invite Action (Choose One)

- 1) One of the services we are now offering is an updated market analysis of a client's home. You never know; you could be amazed at how much your house is worth. You literally could be able to move to another home and not have your payments go up.
- 2) One of the services we offer our past clients is the Neighborhood Market Report. This report not only tells you how much your house is worth in today's market, but it also shows you what your neighbors' houses are worth.



Vacant Property

Step 1 Identify

Hi, I'm calling about your property on (address).

Step 2 Introduce

This is (Your Name) from (Your Company); how are you?

Step 3 Clarify

The reason I'm calling is I see that your property has been sitting vacant for a while and I was wondering, if I had someone who wanted to buy it at a nice profit, would that be something you'd be interested in?

Step 4 Build a Relationship

Ask rapport building questions that any buyer would ask, such as the number of bedrooms, condition, how long they've owned the house, etc.

Step 5 Confirm the Appointment

What time and date look good for you this week? I can be available Tuesday at six or Wednesday after three.



Zillow Zestimate

"I know what my home is worth. I have a Zestimate!"

*"I appreciate that, Mrs. Hunna Hunna. The reason they call it a Zestimate – or Zillow Estimate is because that is exactly what it is – an **estimate**, not a real number.*

*A homeowner can make a **tremendous mistake** if they use that estimate. Let me explain. When you sell your house, and a buyer wants to buy it, they're going to give you 20% of the sales price and go to a bank for a mortgage for the other 80%. So, when you think about it, the **bank has more invested** than the individual buyer, and banks don't do 'zestimates'. They **send out a licensed appraiser** who has to go through certain levels of training and uses a specific formula to come up with an objective fair market value for a home.*

*As you can see here, I have a letter from an appraiser asking me to help find comps in the area for an appraisal. The reason he did that is that as a **licensed real estate agent** in the state of _____, I have access to all the comparable properties in our area. In fact, I'm making the comps. Why? Because I'm selling the houses. I'm going to show you something you won't see from Zillow because **they don't back up their estimates**. We're going to look at actual comps, Mr. and Mrs. Hunna Hunna - ones that the actual bank is going to look at, and **together we'll determine the number** we think the bank is going to come up with. Sound good?"*



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