Projectbook and Prospecting Scripts.

Make any changes you wish. Use these scripts for other things if you are still working through old scripts in Projectbook. If you were in Elite Degree use these scripts for your prospecting.

Email:

Hello <**agent name**>,

Do you have any plans for an open house this weekend?

I have 3 challenges for you!!

1. I challenge you to do a LIVE video talking about your upcoming open house and invite everyone to it.
2. I challenge you to do a LIVE video when you are actually sitting the open house, walk around, talk about it, maybe answer some commonly asked questions.
3. I challenge you to follow up on all of your leads from the open house on Monday.

Live video is the #1 way to boost your algorithm on Facebook. The views and engagement from live video will have your audience seeing that you are the right agent for the job! Hope to see you in escrow real soon!

<**Your info here**>

Facebook Private Message:

Facebook Tip of the day:

Hi <**agent name**>,

Have you done Facebook Stories yet? What about IG stories? The social media world is pushing us to do more stories. I have a flyer to explain a little more about it, are you interested? I can email it to you.

Thank you for your business and have a productive day!

<**Your info here**>

Phone calls:

You: Hi <**agent name**>, this is _____ with _____ title company. How are you today?

Realtor: GREAT!

YOU: Awesome, did I catch you with a minute?

Realtor: Yes.

YOU: Very cool, I'll take it. Quick question for you, how is your CRM doing?

Realtor: Fine, could be better.

YOU: Which CRM do you use?

Realtor: Excel for some and Mail Chimp.

YOU: Oh very cool, I was calling to talk to you about REAL GEEKS as it's the exact tool I have been waiting for, for my clients. It's a (GIVE THEM THE BULLET POINTS)
- Full featured CRM
- Feels like a built in assistant
- Automatic emails and texts
- Lead capture
- Organized system to manage your entire database
- This system is designed to get you 2-10 deals in less than a year's time
  DOES THAT INTERSTED YOU?

Realtor: Sounds great!

YOU: Great, I would love to set you up with a demo so you can see all of the benefits of this product.

Realtor: Yes, That sounds cool. Thank you.

YOU: Great…What do you need title wise today: profile, farm package, seller guides, buyer guides, booties, <insert what you offer here>?

VIDEO ONLY!!!

TOPIC: Reminders from my Escrow Officer

VIDEO script: Interview your escrow officer and ask these questions:
Hi there! It's me and _____ my escrow officer with _____ company here to remind you about a few things you need to know for your next transaction. (YOU INTERVIEW your escrow officer)
1. You can pick anything you want: Here is a sample question--------→ *Why is it so important to get the statement of information in to you?*

2. You can pick anything you want: Here is a sample question--------→*Name 3 things to watch out for that can hold up an escrow.*

3. You can pick anything you want: Here is a sample question--------→*Is there anything our clients should tell their clients to help make the transaction seamless and stress free?*

If you have additional questions for my fabulous EO please reply to this video and I will get you answers today. Thank you so much for your support and we look forward to seeing you back in escrow real soon.

Text Message:

Client text:

"So, you're experiencing frustration, anxiety, and exhaustion. Are you, by chance, selling your house without the help of real estate agent?"

Hahahaha! Thought this would make you laugh ☺ Great to post on your wall on social media. Thank you for your business and friendship. Hope you have a fun day! Need to open an order today?
<**Your info here**>

Target text:

"So, you're experiencing frustration, anxiety, and exhaustion. Are you, by chance, selling your house without the help of real estate agent?"

Hahahaha! Thought this would make you laugh ☺ Great to post on your wall on social media. By chance do you have 120 seconds this week for a quick chat? I'll be fast. I hope so!! Hope you have a fun day!
<**Your info here**>