

# Projectbook/Prospecting Scripts

Elite Club #47 July 2019

## 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>,

Have you seen my **101 WAYS to generate leads**? If not, I can email it to you. Just a fun sheet that can spark your thoughts about where your next sale is hiding. Please reply to this email and I will send it over. Can I pre-order a prelim for you today? Can I update a farm package for you? Need property information? Let me know and I will take care of it.

<Your info here>

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### Facebook Private Message:



Facebook Tip of the day:

Hi <agent name>,

Are you doing Facebook ads? Have you heard of AdCrate?

<Your info here>

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### 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, are you doing any open houses within the next 2 weeks?

Realtor: Yes, why?

YOU: Have you heard of my Open house Plan of Action?

Realtor: No, I haven't.

YOU: Awesome!

- It's a Roadmap for Creating a Successful Open House.
- It has marketing with extra signage.
- 10 reminders on exactly what to do to get the most traffic possible.
- It can help you double pop your listing.
- It can help you impress your sellers.
- Most of all it can help you get 2-10 more transactions if you follow up with all the leads.

### **DOES THAT INTERSTED YOU?**

Realtor: Sounds great!

YOU: Great, I would love to set up an appointment with you to discuss the perfect roadmap for your open houses this week or next?

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>?

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## **VIDEO:**

**TOPIC:** Meet my Farm Department or Customer Service Rep

**VIDEO script:** Have your farm or customer service rep explain what they do for realtors (1-3 min video).

You can interview them or just let them talk.

Interview questions if you want:

1. What are all the things you can order for our customers?
2. What's the best part of your job?
3. Tell us something cool we offer that a lot of people might not know?
4. Tell us something about yourself that no one in real estate knows! LOL!

**Thank them for their business and if they need a farm or customer service have them call or email you or the farm person today.**

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## Text Message:

### Client text:



Ohhhhh no they didn't! LOL! How's your sphere of influence? If you've got 30 seconds, I have 1 piece of paper with a whole lot of magic on it to assist with your sphere. I want to share it with you, call or email me.

<Your info here>

### Target text:



LOL! Quick hello and 1 little request. You. Me. Coffee? Only take 4 minutes, what do you say? It will be worth it! I promise.



<Your info here>