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5 New Scripts!

Greg's

FAVORITE SCRIPTS

Inside you'll get the actual scripts I use everyday in my business to convert leads, overcome objections and generate referrals. Each script has a link to a video where you get some background on the script and hear it in action.

"Enjoy the scripts and put them to use to build your business!"

-Greg McDaniel.

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Just Sold – Essential Circle Prospecting Script

Hi..hello? Hi this is Greg McDaniel, I'm a real estate agent here in the area with J Rockcliff Realtors.

I'm actually doing a couple calls today, letting you know that one of your neighbors over on _____ just sold the other day...and they sold for \$____ over asking price...and they did in like ____ days!

You know, there's a lot of activity with buyers here in the neighborhoods.

And I just wanted to quickly ask you, are you guys thinking about maybe taking advantage of the prices and selling your home this year?

(if no)

You know, I've been doing this all day, and I keep hearing No:)

I have to ask you, what's something that keeps you here, one of your favorite aspects of the neighborhood?

[small talk]

Well, a quick question for you...If something changed, and you woke up at 2 in the morning and HAD to sell, is there a real estate agent that you would pick up the phone and call as a trusted resource?

[usually no]

Us real estate agents, we're kind of like doctors or car salesman, you don't remember us until you need us right? :)

What would it take for you to keep me top of mind?...would that be OK?

I know you don't buy and sell every day, but when you do, just keep in mind Greg McDaniel with the McDaniel Callahan Team. And I'll drop a tri-fold into the mail for you with my information on it, if that's OK.

See this script in action: <https://youtu.be/ES2M9Sc8bRY>





Just Listed – Essential Circle Prospecting Script

Hi..hello? Hi this is Greg McDaniel, I'm a real estate agent here in the area with J Rockcliff Realtors.

I'm actually doing a couple calls today, letting you know that one of your neighbors over on _____ just listed their home the other day, they're listed at _____.

You know, there's a lot of activity with buyers here in the neighborhoods.

*And I just wanted to quickly ask you, are you guys thinking about maybe taking advantage of the prices and selling your home this year?
(if no)*

You know, I've been doing this all day, and I keep hearing No:)

I gotta ask you, what's something that keeps you here, one of your favorite aspects of the neighborhood?

[small talk]

Hey, quick question for you...

If something changed, and you woke up at 2 in the morning and HAD to sell, is there a real estate agent that you would pick up the phone and call as a trusted resource?

[usually no]

Us real estate agents, we're kind of like doctors or car salesman, you don't remember us until you need us right? :)

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Buyer Need – Essential Circle Prospecting Script

Hi..hello? Hi this is Greg McDaniel, I'm a real estate agent here in the area with J Rockcliff Realtors.

I'm actually doing a couple calls today, letting you know that I have a buyer, Matt and Julie, who are looking for a property in your neighborhood. They have a couple kiddos so they're looking for a 4 bedroom 3 bath 2 car garage just like yours.

*And I just wanted to quickly ask you, are you guys thinking about maybe taking advantage of the prices and selling your home this year?
(if no)*

You know, I've been doing this all day, and I keep hearing No:)

I gotta ask you, what's something that keeps you here, one of your favorite aspects of the neighborhood?

[small talk]

Hey, quick question for you...

If something changed, and you woke up at 2 in the morning and HAD to sell, is there a real estate agent that you would pick up the phone and call as a trusted resource?

[usually no]

Us real estate agents, we're kind of like doctors or car salesman, you don't remember us until you need us right? :)

What would it take for you to keep me top of mind...would that be OK?

I know you don't buy and sell every day, but when you do, just keep in mind Greg McDaniel with the McDaniel Callahan Team. And I'll drop a tri-fold into the mail for you with my information on it, if that's OK.

See this script in action: <https://youtu.be/ES2M9Sc8bRY> (JUST SOLD SCRIPT VIDEO, same delivery for this script except you substitute the "just sold" section for the "buyer need" section.)





Investor Need – Essential Circle Prospecting Script

Hi..hello? Hi this is Greg McDaniel, I'm a real estate agent here in the area with J Rockcliff Realtors.

I'm actually doing a couple calls today, letting you know that I have 4 investors who are looking to for properties in your area, they can pay cash and close in 10 days.

Have you ever thought about maybe taking advantage of the market and selling your home?

(if no)

You know, I've been doing this all day, and I keep hearing No:)

I gotta ask you, what's something that keeps you here, one of your favorite aspects of the neighborhood?

[small talk]

Hey, quick question for you...

If something changed, and you woke up at 2 in the morning and HAD to sell, is there a real estate agent that you would pick up the phone and call as a trusted resource?

[usually no]

Us real estate agents, we're kind of like doctors or car salesman, you don't remember us until you need us right? :)

What would it take for you to keep me top of mind...would that be OK?

I know you don't buy and sell every day, but when you do, just keep in mind Greg McDaniel with the McDaniel Callahan Team. And I'll drop a tri-fold into the mail for you with my information on it, if that's OK.

See this script in action: <https://youtu.be/ES2M9Sc8bRY> (JUST SOLD SCRIPT VIDEO, same delivery for this script except you substitute the "just sold" section for the "investor need" section.)





Go for NO! Script

Hi..hello? Hi this is Greg McDaniel, I'm a real estate agent here in the area with J Rockcliff Realtors.

I bet you're NOT thinking about buying or selling your home, are you?

(no)

[laugh] You know, I've been getting that all day today, it's a great neighborhood so I understand why you're happy there.

Let me ask you, if you woke up at 2am and just HAD to move, do you have a real estate professional you would call?

(no)

Great! Well I know you don't buy or sell real estate every day, but when you do, please keep me top of mind. My name is Greg McDaniel, my number should be there on your phone.

Mail Close Option:

Would you mind if I dropped some information about me and my team in the mail to you?

(sure)

Great! I'll drop a tri-fold brochure in the mail for you.

Appreciate your time!

Email Close Option:

Would you like to stay on top of the home values in the area? We can easily put you on an auto-email that alerts you when a home in your neighborhood sells, so you can keep an eye on things.

(sure)





Great! What's your best email?

(they give their email, you repeat back with an error to see if they're serious and correct you)

Great, I'll get that set up so you start receiving those emails. Appreciate your time!

See this script in action: <https://youtu.be/tqwfyWrrVhs>



Internet Buyer Lead Follow-Up

How to reply to an online lead that wants to buy a house.

Script:

Hello? Hi, Matt? My name is Greg McDaniel. I am a real estate agent here in the area with J. Rockcliff Realtors. I am responding to your inquiry off of Reply.com. I understand that you are interested in buying a home here in the Walnut Creek area.

Do you remember coming to the site and filling that information in?

Oh fantastic. Well, are you working with another agent right now to help you find anything, and have you found anything on your own that you like?

*Fantastic, Matt. You know what? Let's find a time....if you haven't already spoken to a lender, we need to get a lender.....you and a lender speaking so we understand and get you pre-approved. **Because the worst thing I could do for you, Matt, is to go out and show you a home that might be just a little bit out of your comfort zone pricepoint wise**, and have you fall in love with it, and then it will sour your view of the entire process. You understand where I am coming from? Have you talked to a lender?*

No? Fantastic. My lender will be giving you a call, he will reach out to you today, and then once we kind of get an idea of where we are, we'll get out in the car. But what's your....uh....I have your email here. I am going to put you on a drip for what's on the market. Because hunting and pecking for the properties kind of gets tiresome, I know.

I am just going to have them sent right to you when they come on the market, they will get right in your inbox. And then we can talk about what you like and what you don't like. Is that fair?

Fantastic. Alright, cool. Well, let's move on from here. I will have my lender call you, and then we'll reconnect tomorrow. Sound good?....Great. Alright. Hey, thanks so much. Talk to you soon."

See this script in action: <https://www.youtube.com/watch?v=QNdz0GnOUM>



Buyer Follow Up Text Script

Text Script

“Hey, Matt. This is Greg McDaniel. I’m a real estate agent. I’ve been trying to get a hold of you via phone and email. You inquired about getting the value of your home (Or, I know that you are maybe looking to purchase a home in a certain area). I would love to get some time. Whenever you get a moment, please give me a call or shoot me a text. Thanks. Greg McDaniel.”

Video Link: https://www.youtube.com/watch?v=dhP7_-0G8L8

Fresh Take On Referral Generation Script

How to ask for a referrals in a unique way.

Transcript:

Who do you know that I should know?

(What do you mean?)

I mean, anyone that might be thinking of, or has tried in the past, of maybe doing some sort of a real estate transaction—buying, selling, investing—or maybe any kind of third party vendors that I can help grow their business, so...or maybe that I can put in to my business. So, you know, who do you know that I should know.

See this script in action: https://www.youtube.com/watch?v=E_zNcGVQg88





Internet Seller Lead Follow Up Script

How to follow up with sellers who come through Facebook ads or other internet lead gen methods and set appointments.

Main Qualifier Script:

Hi, Matt?... Hi, Matt. My name is Greg McDaniel. I am a real estate consultant here in the area. I just received your request. I believe you just came from our Facebook ad, and you were interested in the value of your home at 123 Main Street, is that correct?

Are you guys thinking about making a move here in the next little while? Oh you are? Out of curiosity, where are you guys thinking about making a move? Are you going to stay in town? You gonna maybe move out of town? **Staying in Town Script:**

Oh...you are staying in town? Is there any think you have seen that you like? Any areas that you like? Because our team does both buying and selling. So, we can help you on the purchase side as well. We are very aggressive. We do door knocks and calls and everything, so we can go out and find homes that are not even on the market yet. And maybe we can get you guys in.

On the buy side, have you guys thought about maybe sitting doing and working with a lender, so we can get you pre-qualified so we can start hunting for you? Okay....Well, let's do this....Let's set up a time for me to come on out. We'll do two things: you can meet me face to face and second off, I'll have an opportunity to look at your home, and then I can come back and give you your professional evaluation. Because we can get Zillow's estimates all day long, but those things are off by about 30% any give day. So I want to make sure we are giving you real numbers, so you know what you're walking with, so you can go buy your next property from us.

Okay...yea....I have Fridays at about 3:00.....uh.....Fridays at 3:00 and Wednesdays around 10:30.....are either of those good for you? Friday? Okay. Now, is your wife going to be with you as well? She will be? Fantastic. Alright, well, hey, you know what, Matt, I look forward to meeting you....and I really want to thank you for taking the time to come on and just speak with me.....and you know...we'll be...uh....We'll do everything we can to get you the highest dollar for your home... Okay... Yup. See you Friday.... Bye bye.

See this script in action: <https://www.youtube.com/watch?v=yGC-dvTJ6GU>



Friends in the Business Objection Handler

How to deal with the objection to working with you because they have a friend or family member who is a licensed agent.

Script #1:

Well, interesting. How long have they been in the business?....oh, just a little while? What areas do they work?.....oh, so they don't even work here in the area? They work in....oh.....ok.

*Well, you know, this is what I do for all of the people I work with. When they have a situation like yours, they have a friend or a family member in the business, but they don't quite work directly in our market....I would be happy to offer them a 25% referral fee. And I will be able to work these neighborhoods, you know for you, because I am in them every day. Because I know what people eat for dinner on some of these streets because we are out here so much. But I will be happy to pay your buddy a 25% referral fee. He gets some money out of it and doesn't have to lift a finger and you are going to get a top agent that knows the market place. Is that fair? **Script #2:***

Oh, you have a friend that really works this market heavily?...oh, ok.....uh huh.....well, you know, when you go through a transaction, it's an emotional rollercoaster, and there are a lot of things that get exposed. I work in a family business, so I know that sometimes when close people see the inner workings of some things, friendships can be damaged, relationships can be damaged.

And, this is just me asking, are you sure you want your friend, and this is just me asking, are you sure you want your friend to know everything about your financing? And, there are going to be some arguments between you and your wife. There just are. Every transaction has these, you know, little hiccups. And I don't want maybe a misunderstanding to cause a rift between you and your friend. Is there an opportunity that maybe we could take that responsibility off their shoulders? We'd be happy to pay them a 25% referral fee. And you can keep your privacy. Would you guys consider that?

See this script in action: <https://www.youtube.com/watch?v=78Na6U5flZo>



Just Go Buy It Script

How to encourage a buyer to make a great offer rather than lowballing.

Script:

So Matt, Lisa, now I know that we are going to be going up against probably three offers in hand and maybe one or two more that might be circling me coming in.

*Look. We have two options here. We can either go and **try** to buy this house, or we can **just go buy it**. And be done with house hunting. What would you like to do?*

See this script in action: <https://www.youtube.com/watch?v=SjwXn2-sffg>

Old Internet Buyer Lead Follow Up Script

How to follow up via voicemail or email with a buyer who came through your lead capture site 6 months ago (or more).

Script:

Hi, Matt. This is Greg McDaniel, I'm a real estate agent with J. Rockcliff Realtors here in the area. I'm not sure if you remember, but about six months ago, you came to one of our lead capture pages, and you said you were interested in buying a home.

I am just trying to touch base with you. I want to see if you have purchased a home, or if you're still looking. And, if you have purchased, I just don't want to bother you. So, could you just get back to me and let me know where you are in the process? Thank you so much. I really appreciate your time. Best number for me is.....and I look forward to talking to you. Okay, thanks. Bye.

See this script in action: https://www.youtube.com/watch?v=-4vhe_xebpc



Perfect Client Question Script

How to bring value to any conversation by offering your help.

Script:

So Matt, tell me, what does your perfect client look like? I meet a lot of people. You know, being in real estate, I am always meeting new folks. I would love to help you build your business and get you more clients. So, describe to me what your perfect client would be like so I can toss them your way when I meet them.

See this script in action: <https://www.youtube.com/watch?v=cSHvnrSnGeY>

Price Reduction Script

How to set expectations with a seller client to reduce the listing price if they insist on listing for over market price.

Script:

Okay, Mr. and Mrs. Seller. Let's make a deal. We will go on the market at your price for fourteen days. And...you know...if we are able to get an offer or have at least three showings a week, we will leave it there at that price until we get a contract. But, if we don't get at least three showings and/or have a contract in hand in fourteen days, we mutually agree to come back to the negotiating table, we'll look at the comps, we'll see if the market has changed at all, and we'll make an adjustment on our price down to where we feel that the home should be priced at in today's market.

Now, I'm not saying that the neighbor's house is better....and that everyone's getting a steal on yours.... I'm just saying, the market can shift \$50,000 any given Sunday. Okay? I just want to put you guys out there at the best price to attract the most offers to get the highest purchase contract we possibly can. You can see where I am coming from, right?....Okay, great. I'm just going to put this here in the listing agreement that we're going to come back and talk if we need to...uh...And if not, fantastic. We'll get more money for you. Okay, great. Thanks for the signatures.

See this script in action: <https://www.youtube.com/watch?v=WqjWvK5KBpA>



Old Internet Seller Lead Follow Up Script

How to follow up with a seller that came through one of your lead capture pages 6 months ago (or more).

Voicemail Script:

Hi, Matt. This is Greg McDaniel, I'm the real estate agent you spoke to about six months ago when you came to one of our lead capture pages. You were interested in getting the value of your home at 123 Main Street. You said you were interested in selling in the next three to six months.

I know you get probably pestered a lot by a lot of real estate agents...I wanted to give you some room, but I also wanted just to touch base with you and see if you guys have the home, or if you guys have decided not to sell. Or if you are considering selling, I just wanted to see what we could do to assist you.

If you have sold, or you're not selling, can you get back to me, so I don't bother you and so I can take you off the list? Okay. Well, hey, thank you so much for your time, Matt. I look forward to speaking with you. I hope you have a great day. Bye-bye.

See this script in action: <https://www.youtube.com/watch?v=95eyRjZb5jY>

Redfin Kickbacks Objection Handler Script

How to defend your buyer commission to a buyer who's heard of kickbacks from Redfin agents.

Script:

Tell me a little bit about their agent. How long have they been in the business? Do they have any listings? Because you do get what you pay for. I've been in the business for x,y, and z number of years. I've done x, y, and z transactions.

And I am with my client, you, all of the way through. Now if you want to save a few dollars, I totally understand, but you know what, if you think hiring a professional is expensive, try hiring an amateur.

See this script in action: <https://www.youtube.com/watch?v=jUKDMAh2HCw>



Relationship Script

How to persuade a buyer to work with you exclusively without using an exclusive buyer agency agreement.

Script:

Hey, Matt and Jessica. I am so excited that we are going to have the opportunity to work together. But I just wanted to share with you how I work. Just so that we all know, first things first is that this is a relationship. Okay? A professional relationship. And I am going to devote myself 100% to you, and I want to only ask that you devote yourself in return 100% to me.

It's kind of like a dating relationship. Remember when you guys met, when you went on your first date? This is what this is. This is our first date here right now. And I really want to get to our second date, which means we're going to get to the next level of this relationship. A.K.A., we're going to go out and start to see homes together. But, you know, what ...what happens a lot is sometimes people cheat on each other. And nobody likes to be cheated on, right? And cheating in this sense would be if you were to work with another real estate agent. You guys wouldn't want to work with another real estate agent and cheat on me, would you? You know, and eventually, I really want to get to marriage. I want us to get to that ...that intimate relationship, where we're locked in together. That's us. Getting in to a contract, finding that beautiful home for you, and making that dream come true of getting in to that larger house. Do you guys agree with that? Is that okay with you if we work this way? Because I bring time and knowledge to this relationship. And that's what I bring. I just want to see if we're on the same page.

See this script in action: <https://www.youtube.com/watch?v=OfWmxriNLfI>

Requalify Buyer's Needs Script

How to requalify a buyer's needs when they start looking at homes that don't fit their initial criteria.

Script:

Mr. and Mrs. Buyer.....I know that we talked about doing a 3 bed, 2 bath, you know, in these certain neighborhoods. And I can't help but notice that some of the listings you are taking, you changed you buyer profile, and you're looking at bigger properties at a slightly more aggressive price point.

Did I misunderstand something? Did I mishear that you maybe wanted that area and I didn't put it it? Okay, so I didn't misunderstand? Okay, good....Whew. I thought I had maybe done something that was not going to be a benefit to you.

Okay. Sounds good. I'll update the profile. I'll put my radar out there and I'll start looking for stuff but I'm glad we had that talk. I'm glad I didn't screw that up for you guys. Okay talk to you soon. Alright. Bye-bye.

See this script in action: <https://www.youtube.com/watch?v=fBT-V6Z90ck>

Sphere of Influence Reconnect Script

How to reconnect by phone with someone in your sphere you haven't spoken to in a while.

Lunch or Coffee Invite Script:

Hey, Matt. Yeah. Greg McDaniel. How are you, man? Yeah, I know, it's been a long time. How's life? Did you guys ever _____

I've got a quick question for you, what are you doing for lunch? Nothing? Hey...let's go grab a bite, man. I haven't seen you for a while, let's catch up. See how life is. Tell me about Becky and the kids. Alright, cool. I'll meet you down there in about 20 minutes. Okay. Bye.

Party Invite Script:

Hey, Matt. How are you? I know it's been a little while, man. You actually popped in my mind the other day. We are having a shindig over at my place and I'd love to see if you, Becky, and the kids could come. Yeah, we're going to do a little Mexican fiesta. Yeah, yeah, it's just from like 3 to 6. You know, pop in, pop out. Whatever works.

Okay...cool buddy. No you don't have to bring anything. We've got everything covered. Just bring yourselves, and we'll have a good time. Great!....yeah...great talking. I look forward to seeing you. Okie doke....alright. Bye."

See this script in action: <https://www.youtube.com/watch?v=WqjWvK5KBpA>

Zillow Listing Question Script

How to explain when a buyer calls and asks if you're the listing agent on a home they saw advertised on Zillow.

Script #1:

Hey, you know what, Matt, thank you so much for calling me. We didn't have the opportunity to list that home. But we do work heavily in that marketplace. When would you like to go out and take a look at it? **Script #2:**

Hey Matt, thank so much for reaching out. No, actually, that property is not our listing....yeah I know it's confusing, trust me. This is how Zillow does this to maximize their revenue, right? Yeah. It's all about the corporate dollar. But this is how it is. They put three spots right here, so that we have the opportunity to meet folks like you who are actively hunting and be able to build a relationship and go and out help the other agent sell the home.

And there's actually a really big benefit for not working with a listing agent.....are you familiar with the term "fiduciary relationship?" You're not? Okay. Well, you know, not many people are. Not a problem. I'll explain it super quick. It just says basically that that listing agent has the legal obligation to get the highest and best price for the seller, and a buyer's agent like myself, I have a fiduciary relationship, a legal relationship, with you to get the lowest and best price for that home...so.....yeah.....it kind of makes it difficult to get the highest price if you are trying to get the lowest. I totally agree with you.

Hey, when you have the opportunity to get out in the car, let's go take a look at this thing. Are you guys free this week? In the next couple days?.....today? I can do at 4:30. Outstanding. I look forward to meeting you, Matt. I'll bring some other listings out there for you so you can take a look at them if you've got some time. Okay....see you at 4:30. Okay. Bye.

See this script in action: https://www.youtube.com/watch?v=I9I1nIbm_V4