

**FOLLOW-UP PROCESS & SCRIPTING**

* Your follow-up process needs to be somewhat automated (CRM) and simple.
* It also needs to incorporate statistics.
* Be certain your follow-up system for calls back is MOBILE.
* Pick up your PHONE when it rings.

*Tip from the Pros… Remember – systems don’t have to be trendy or sophisticated, they just have to be used.*

**Example of a Follow-Up Script to a Just Listed/Just Sold Call**

Hi, I’m looking for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Hi, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ this is (name), we spoke (earlier this week/yesterday, etc.). <<oh yes>> I wanted to be sure you received my email and have my contact information? <<yes>> Thanks! Any further thoughts on someone looking to buy or sell that could use my help? <<no>> ok.

Most of my clients appreciate having my phone number in their cell phone under “Realtor.” As a Top agent, I know that people are busy, and you may not have time to go looking for my name or contact number. Will you consider putting me in your phone under “Realtor?” <<sure, why not>> Great!

When was the last time you had a professional market analysis to let you know what your property is worth? <<never/long time>> Would that be of value to you? <<maybe>> Are you thinking of moving? <<maybe>> hmmm….

WHAT WOULD HAVE TO HAPPEN IN ORDER FOR YOU TO MOVE?

IF YOU DID MOVE, WHERE WOULD YOU GO NEXT?

HOW SOON DID YOU WANT TO BE THERE? (FOLLOW ALT. SCRIPT)

**Follow-Up Script for a Seller:**

We spoke about listing your home last week, and I’m calling to give you some interesting news. <<oh?>> yes… in the last \_\_\_\_\_\_ (time), more than X homes have sold in your price range… some of them not as nice as yours. That tells us the buyers are here and making quality offers. So I’m calling to see if we can get the ball rolling today. (use statistics in follow-up: ref: using statistics in sales)

Knowing that today could perhaps be the window of opportunity for you, wouldn’t you want to take advantage of that?

**Follow-Up Script for a Buyer:**

Hi, \_\_\_\_ this is \_\_\_\_\_\_\_ with \_\_\_\_\_\_\_ (company). I’ve been thinking about you and thought you deserved a call to update you on the market here in Southwest Florida, do you have a moment? <<yes>> Terrific!

So there’s finally good buyer news – after six solid years of price increases here.

Prices have decreased by X% this summer over last summer. Knowing this, and that interest rates are still low…. you DO think we should take advantage of this time NOW, don’t you?

Exercise:

View comparison of market drop vs. interest rate increase over 20-year mortgage.