

## For past clients Message:

Hi, Past Client! This is \_\_\_\_\_.

I'm excited to share something important with you – it will take less than 2 minutes. Call me back quickly at -----.

## For past clients Script:

Hi, \_\_\_\_\_. So excited to tell you that this time... I'm the one making the move! I'm proud to announce my company/business has affiliated with XYZ Real Estate. It's the company with the greatest hold on the local market, and with the most advanced relationship-building culture. Because 98.3% of the sales that happen in SWFL happen through local Realtors, this network of people expands my business reach exponentially, in the most optimal way.

I'm emailing you a link to my Facebook page so you can keep up with what's happening in the market and learn more about this company, or to get an updated evaluation on your property. Just confirming your email is still \_\_\_\_\_.

I'm thrilled to stay in relationship with you because you're important to me. What questions do you have for me now?

## For current buyers:

Hi, Buyer! SAME MESSAGE AS ABOVE if leaving a voice mail.

Hi, \_\_\_\_\_, this is \_\_\_\_\_.

How are you? Because you are important to me, I want you to be one of the first to know I have affiliated with a more powerful team. I will now operate in affiliation with XYZ Real Estate — an agency well known for its customer service, local knowledge, and strict adherence to high standards.

Let me assure you: This move will only improve our relationship and my ability to handle your purchase in the most optimal way! I'm emailing you a link to my Facebook page (or website) so you can keep up with what's happening in the market and learn more about this company. My cell phone, of course, doesn't change – it's in your phone, correct?

What questions can I answer for you now? (then discuss where they are in their process)

## For current listing clients:

Same message as above if leaving a voicemail.

Hi, Seller! This is \_\_\_\_\_.

How are you? Because you are important to me, I want you to be one of the first to know my team has affiliated with a more powerful brokerage. I will now operate in affiliation with XYZ Real Estate — an agency well known for its customer service, local knowledge, and vast database of buyers.

Let me assure you: This move will only improve our relationship and my ability to handle the sale of your property in the most optimal way! I'm emailing you a link to my Facebook page (or website) if you'd like to learn more about this company. At the same time, it's the individual agent's activities – MY activities – that make the difference in selling a home. That's why some of the largest brokerages have the least amount of sales – their agents aren't working. I am, every day, for you – and I consider this move of great benefit to you. My cell phone, of course, doesn't change – it's in your phone, correct?

What questions can I answer for you now? (then discuss where they are in their process)

**IF YOU NEED NEW PAPERWORK FILLED OUT** - Ok so as part of this simple transition, I may need you to sign standard paperwork for me. I'll be emailing it shortly. May I explain to you what it says? <<yes>> It doesn't change anything about the important parts of the listing. Just the color of the sign behind my name and number. So I'm sending this to you now – could you sign it and return it before the end of the day today, please? <<yes>> Any questions?

## **For your partners and professional network:**

“Hi, XX,

As you may know, I have a new affiliation with ABC Realty here in (location). My contact information hasn't changed and because you are important to me, I'm emailing you a link to my facebook page/website so we can remain in closer contact. My cell phone number has not changed – I'm in your phone, right? <<yes>> Great! You're in mine too.

I'm excited to continue our professional affiliation. Do you have any questions or concerns about this?

If you have any questions about how this career move will impact you, your business, or your clients, please don't hesitate to contact me. As COVID restrictions lift, I'm eager to get out and gather with people more and hope to spend time with you in that process! Here's to our continued mutual success –

(note: if there's something they should be attending where you will be, invite them! Or at least acknowledge the last time you saw them or the next time you'll see them). It doesn't hurt to check out their facebook page quickly before these calls – so you can refer to something they're doing in a positive way).

CORE ADVOCATES ARE EVERYTHING IN THIS BUSINESS – take time here.