



Scripting for Buyer Prospects: Opening Line, Common Objection Handlers, and How to Close

KEEP IN MIND: **it's not just what you say, it's how you say it.** Role Play often to work on your energy, tonality, and fluidity, and of course, attend CINC University to for the full Conversion Day course! Visit www.cinccommunity.com for details.

OPENING LINE

"Hi, this is [AGENT NAME] with the home search site! I know you were looking at some homes in [FAVORITE CITY]. I'm curious, are you looking to make a move in the next 3-6 months or are you just browsing?"

Why This Works: 1) we do not ask to speak to the lead by name, 2) we do not reference the site name or use the word "registered," and 3) we ask an A/B question. These cut down on common objections and set you up for a conversation where you can find out the lead's 3 W's: WHAT they're looking for, WHEN they want to move, and WHY they want those features/that timeframe (their motivation).

COMMON OBJECTIONS

You may still encounter objections from leads. Here are the most common and how to handle them:

1. Just Looking

LEAD: I'm just looking right now.

AGENT: Just looking, great! That's exactly what the site is for. So tell me, are you thinking 3 bedrooms or 4?

Why This Works: "just looking" is where every lead starts. Dig into what they're looking for, and find out why they're looking for it.

2. Just Email Me

LEAD: Can you just email me listings, and I'll reach out when I see something?

AGENT: I'll definitely set your search up, so homes you're interested in get emailed out to you. I want to make sure they fit what you're looking for though. So are you just interested in [CITY], or are you open to other areas as well?

Why This Works: addressing why "just emailing" the listings isn't in their best interest and moving back into asking about their home search means you take the control back.

3. Friend/Family Member

LEAD: I'm looking for my friend.

AGENT: Wow, what a nice thing to do! Does your friend already live in town, or are they relocating here?

Why This Works: This response humanizes you by reacting to what the lead said ("what a nice thing to do!") and then you can frame the questions as what the friend/family member is interested in. The same questions still apply - what features, what timeframe, and why.

ASKING FOR THE APPOINTMENT

When you have the lead's 3 Ws (What, When, Why), it's time to ask for the appointment/consultation. Use the information you just learned about the lead's situation to find out how ready they are to move:

"So if I could find you that [WHAT] that would get you that [WHY], would you consider moving sooner [WHEN]?"

For example: "If I could find you that 4 bed, 3 bath house near the highway [WHAT] that gets you closer to your parent's house, so you can spend more time together as your family grows [WHY], would you consider moving sooner [WHEN]?"

Why This Works: Most leads will say yes - after all, if you can find what they want, why wouldn't they? If a lead does say no, ask why, and that is your chance to solve their last objection right there. It could be that they need to save a down payment - tell them about the available programs in your state for reduced down payments. It could be that they need to do repairs to their current property before listing - offer to advise on the most valuable repairs and upgrades to do for ROI.

REMEMBER...

Leads are simply people who need the assistance of a real estate pro to guide them through the biggest transaction of their life. They came to your site and provided their info to view homes, so take advantage of the opportunity to connect and build rapport with them! Regardless of if they're ready to move now or if they're a little further out, fill your pipeline and begin forming relationships to grow your business. And remember, CINC is here to help with the Support and Training you need to succeed.

CINC Support: 855.246.2717 or support@cincpro.com

CINC Community Training: www.cinccommunity.com