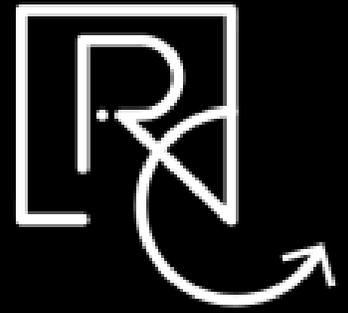


REALQualified Inc.



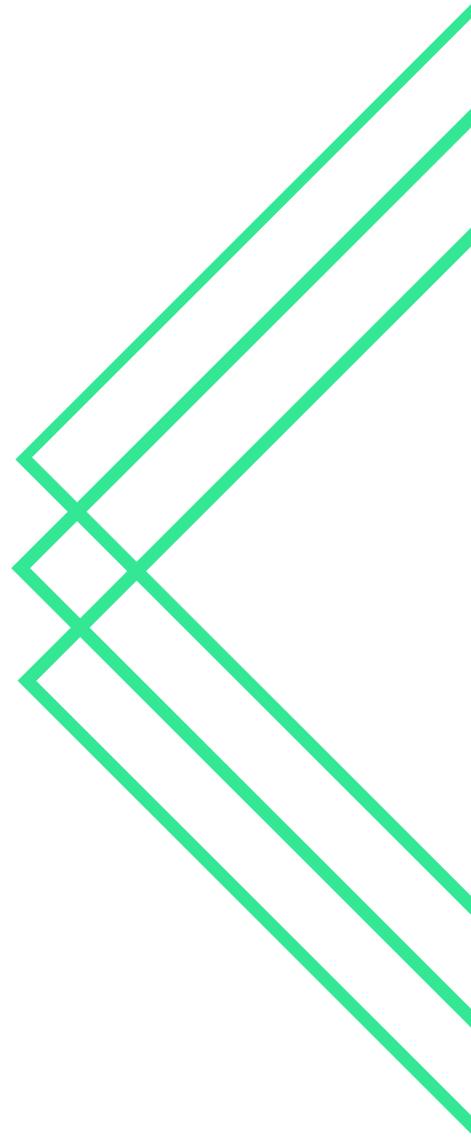
BOOK YOURSELF SOLID

BUYER SCRIPT

Prepared by: Andrew Hendry
CEO/Co-Founder
REALQualified Inc.

About Us

We have been in sales for a combined 50 years + in the Real Estate Space. We have been working with Real Estate agents and homeowners combined nearly the entire time. After years of trial and error, we have *finally* perfected a script that converts our clients' cold leads at a rate of 4-10%. We know not everyone wants to give these calls to someone else, so we wanted to give our scripts to you free of charge to make the calls yourself.





The "Why"

One of the biggest scripting breakthroughs was learning that "less is more." So many agents I connect with (and so many agents who call me!) end up with a long-winded introduction based on pleasantries, small-talk, and what they think is "building rapport."

People will decide within the first four seconds of your phone call whether or not they want to speak to you so get to it!

If you find yourself struggling to get past the introduction, try changing your tonality. You need to sound 1) sharp, 2) enthusiastic, and 3) an expert in your field. This is established almost exclusively in *how* you say the words in this script.

If you want us to just handle this for you so you can focus on building your business and doing income-generating activities like listing presentations and buyer consultations, then book a quick call with us below to see if we'd be a good fit!

[BOOK A TIME HERE](#)

The Script - Introduce

Hi [NAME] it's [YOUR NAME] from [Brokerage Name]. How ya doin' today?

(Wait for reply)

Is now a bad time to talk?

(Wait for reply)

Awesome. Well...if you recall, not too long ago you expressed some interest in some property in the area? Does that ring a bell?

(Wait for reply - either way...)

Alright, well look, the *reason* for the call today is to see how we can help you out. So real quick.... if the **PERFECT** real estate opportunity in presented itself...would you be open to it?

(If yes, go to QUALIFICATION - if no...)

Hey no worries! And look - if you or a friend did need to buy or sell real estate today, is there another agent you already use? Or would you be open to using someone else like myself (haha)?

(Wait for reply; note)

Hey that's great! And real quick, in terms of the next couple of years - what are your plans? What kind of upgrades would be important to you if you were to start looking?

(Wait for reply; note...)

That sounds amazing haha. And I mean look...let's say she could find you exactly that. And let's say the perfect situation came around that allowed you to have what you're looking for let's say...in the next couple of months. Is it ridiculous to assume you'd be open to that?

(if not, politely end call and note follow-up. If confirmed, move to QUALIFICATION)





The Script - Qualify

Hey that's great to hear! So look obviously I'd would love to meet with you to discuss and see how I can help you out, so just a couple questions so I don't waste your time, is that okay?

(Wait for reply)

Okay awesome so if we were to find something, is this a first time purchase?

(Wait for reply; congratulate them either way)

Just so I know what to help you with, why are you thinking about moving now? Why not 1 year ago or 1 year from now?

(Wait for reply)

That makes sense hahaha...and so tell me a bit about the property? What are the top 3-4 non-negotiables you're hoping the property will have? What's most important to you?

(Wait for reply)

Okay good to know. And in terms of your budget, what kind of price point are you looking to stay within? Just a ballpark.

(Wait for reply)

Alright and in terms of timeline...ideally when are you hoping to make this move? For instance, if I found you (DESCRIBE PROPERTY ABOVE) next week, would you be eager to move on it?

(Wait for reply)

And what do you have ready for your down payment? Just a ballpark.

(Wait for reply)

Who did you use for your lender?

(Wait for reply, if nobody give them your lender and connect them personally)

(SET YOUR APPOINTMENT AND END THE CALL)

...or we can do it for you

Our team of in-house diallers are here to make this happen for those who don't have the time (or the desire) to make these calls. If you know there are deals slipping through the cracks, but you don't have the time to do something about it yourself, book a time below. We'll do it for you.

BOOK A TIME HERE

We'll do it for you.



Meet the Team

The people we only give to you are fully qualified.

If you're considering having us book REALQualified appointments directly into your calendar every day, I want to introduce you to **some** of the members of the team!



Andrew Hendry
CEO/Co-Founder



Dana Whitelaw
Outbound Team



TJ Williamson
Outbound Team



Silas Poole
Co-Founder



Raz Alexe
Outbound Team



Alex Mosley
Outbound Team

BOOK A TIME HERE

We'll do it for you.