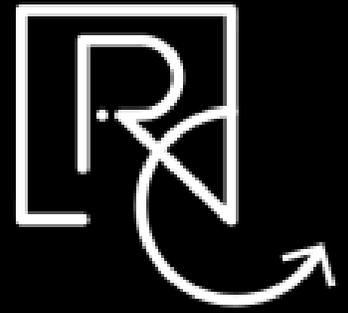


REALQualified Inc.



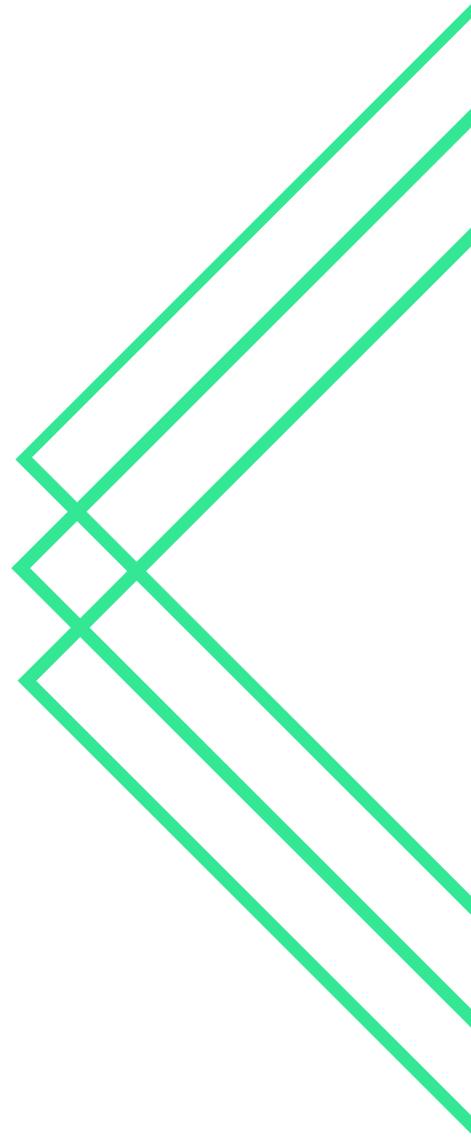
# BOOK YOURSELF SOLID

SELLER SCRIPT

Prepared by: Andrew Hendry  
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# 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.





# What Inventory Crisis?!

One of the biggest breakthroughs we had regarding seller leads was that some people need to be *convinced* that *now* is the time to sell their home! Very few of the appointments we generated for our clients were plain and simply "ready to go." In fact, the ones who were "ready to sell" usually already had an agent.

We found that in the midst of an inventory crisis we've been able to convert seller appointments at a staggering rate. We believe that in this industry, it is the responsibility of YOU the agent and US the appointment setters to HELP solve the inventory crisis by CREATING more inventory! And this starts by picking up the phone, and showing people why *right now* is the time they should sell.

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 finding out the value of your property online? 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** offer were to come in on your property...something you just couldn't resist...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 I 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 when did you buy the property?

(Wait for reply; congratulate them either way)

Awesome and have you had the property valued lately? When was the last time?

(Wait for reply)

So what have you done to the place since you bought it in terms of renovations, upgrades...things like that?

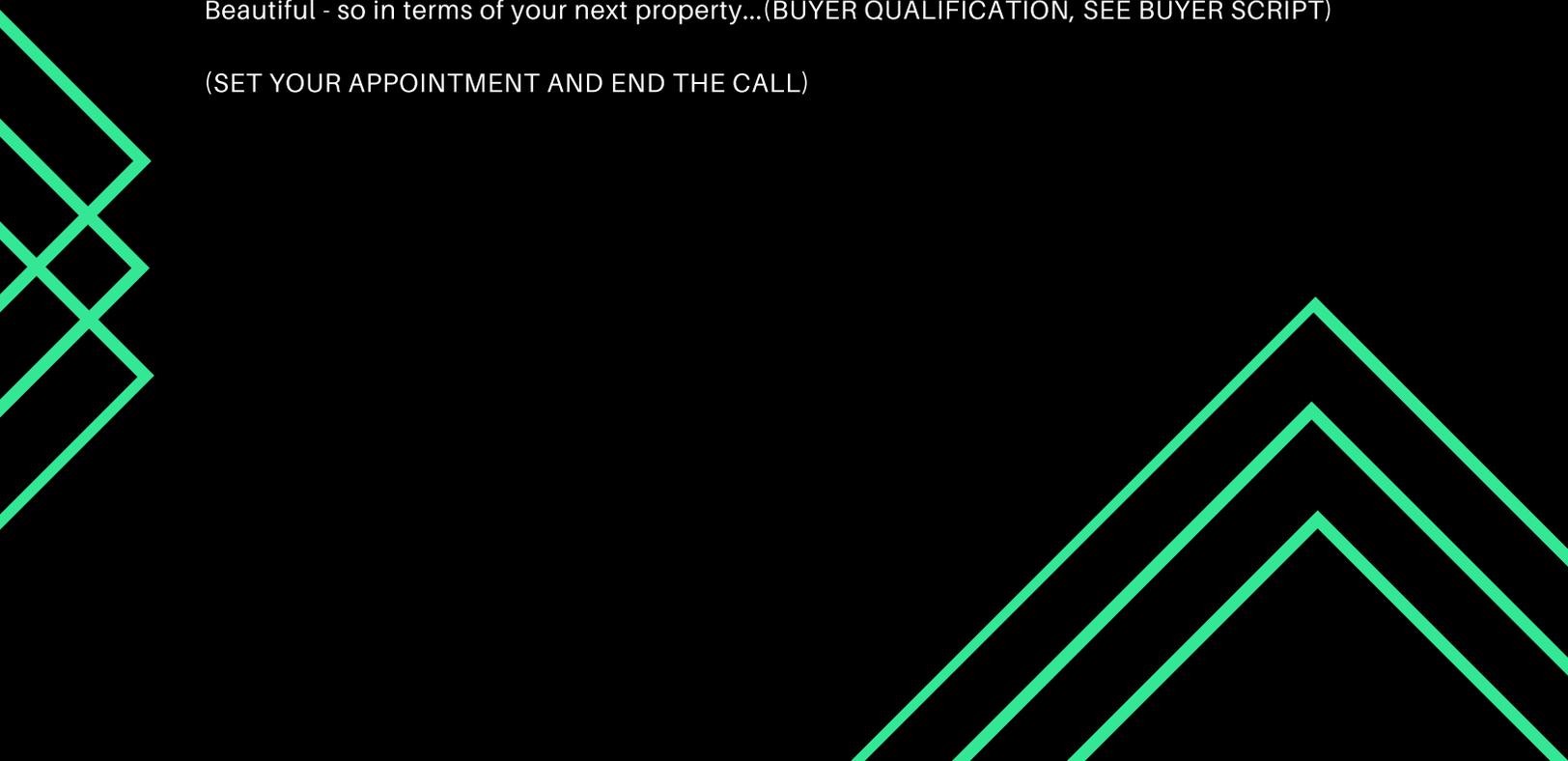
(Wait for reply)

And so originally when you bought it in XXXX year, what did you pay for it? Just a ballpark.

(Wait for reply, talk about the area and what similar homes are selling for now)

Beautiful - so in terms of your next property...(BUYER QUALIFICATION, SEE BUYER SCRIPT)

(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  
Script Author



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.