

# THE VIRTUAL AGENT SCRIPTBOOK



## Pro-Tips for Powerful Sales Communications

### 1. Educate, Inform and Serve

When these times end, and they will, you want to be known as the agent that stayed in touch with useful information about the market, about official announcements, reminders and tips about health, safety, the economy, home improvement, real estate and so on. How beneficial do you think that would be for your brand, for the future of your business, for your community? Remember: the right thing is always the right thing to do.

### 2. Change Your Intros

This is a time to be even more real, more personal, more empathetic. If you go in for the hard sell in any of your communications--phone, text, email, social--you risk losing trust and harming your brand. Instead, start your conversations the way you would with a friend or family member -- you'd ask about their loved ones and if they're safe. You'd offer to be of service. You know how to do this!

### 3. Safety First

As you stay in touch with prospects, clients and your whole sphere during this time, make sure to adjust your showing and appointment practices based on the official federal, state or regional guidelines. If you're in a state that still allows in-person showings, for example, ask if clients would be more comfortable with a virtual showing or in-person walkthrough.

### 4. Avoid Opinion-Based Conversations

There's a lot of fear and misinformation in these times, and things are changing quickly. Move away from talking in generalities about the situation and come to the table with data about the market to help prospects and clients make informed decisions (see Pro-tip #1).

## Virtual Agent Past Client/COI Script

Remember that this script is meant to be used loosely and our goal is to educate, inform and serve all of our clients, family and friends during this time. Have empathy, avoid any drama, be a calming force and you can't go wrong.

Hi... \_\_\_\_\_ this is \_\_\_\_\_. I have been thinking about you during this time especially and I wanted to reach out to see...

1. First of all how are you and your family doing right now?

2. (Name), there is a lot of misinformation and confusion about what is occurring in the real estate market and my goal is to inform and educate you and all my clients about the reality of the market during this time.

So ... what questions or concerns about the market do you have right now that I can answer?

- [Share the data of the market]
- [Homes that are selling]
- [New listings coming to the market]
- [Stay away from predicting and just give the facts]

3. [OPTIONAL BASED ON THEIR SITUATION]

One last thing... it would be irresponsible of me as your real estate advisor if I didn't bring to your attention the amazing opportunity that you may have, because of the incredibly low rates, to possibly refinance and save money. Have you had any thoughts of refinancing?

[IF YES]

How can I support or help you with that?

4. These are unprecedented times and together we will get through it ... so... please don't hesitate to call me if you have any questions or need anything at all.

## Virtual Agent Expired Script

Hi ... can I please speak to \_\_\_\_\_? Hi \_\_\_\_\_ this is \_\_\_\_\_ and I work for a local real estate agent in \_\_\_\_\_ (city).

1. I know we don't know each other that well just yet... but because your home came off the market and the current situation in our area I wanted to check in and see ...

- a. Are you and your family doing well?
- b. How is your work environment?
- c. How is homeschooling?
- d. Is there anything that you may need outside of real estate at this time that we could be of assistance with?

2. So... with everything that has taken place recently, are you eventually planning on selling, waiting until after this situation passes, or are you just taking it off the market?

3. If you sold this home ... where were you planning on going to next?

4. What was your time frame to be moved?

5. Why do you think that your home did not sell?

6. How did you happen to pick the last agent you listed with?

7. Has anyone told you why your home did not sell?

8. The only reason a home does not sell is because of exposure ... did you know that?

9. If I can show you how you can upgrade your exposure while still ensuring the safety of you and your family and get your home sold ... would that be of interest to you?

10. \_\_\_\_\_ there are different approaches we have to take during this time because of the current situation and we still have people putting their home on the market and out looking at homes, safely.

Would you like to know how we do that?

Here are some of the options:

- a. Set the appointment in person, if healthy
- b. Conduct our initial consult via video (Zoom)

11. Which of those options would you like to move forward with at this time?

[IF NONE - I WANT TO WAIT]

\_\_\_\_\_ I completely understand and support that decision. We have a lot of people doing that. How can I support you in the meantime?

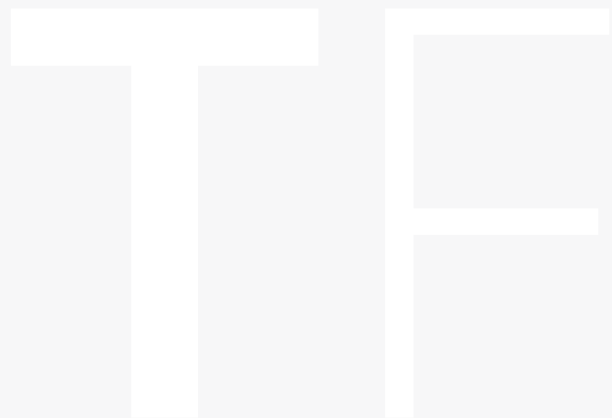
12. Great ... Thank you again and I look forward to meeting and assisting you.

[IF ZOOM]

1. Have you ever attended a webinar?

2. Are you familiar with Zoom?

3. I will be sending over an email that has specific instructions on what you will need to do to utilize the Zoom technology for our meeting. Would you please take a moment and get that set up? It's a quick, 3-minute process that is very simple and easy.



## Virtual Agent Online Lead Script

Hello, could I please speak to \_\_\_\_\_? So many people are home and I wanted to take the opportunity to say Hi! My name is \_\_\_\_\_ and I am a real estate agent in \_\_\_\_\_.

1. You recently registered on our site www.\_\_\_\_\_ and I wanted to thank you for registering.
2. I'm happy to talk about real estate but first I wanted to ask you...
  - a. How are you and your family?
  - b. How is your work environment?
  - c. How is homeschooling? (if applicable)
  - d. Is there anything that you may need outside of real estate at this time that we could be of assistance with?

We know that our current situation has forced us to make adjustments to the home buying process; however, we still have clients looking at homes safely. Can I ask you a few questions to find out a little bit more about your situation so that we can help?

3. So... in your inquiry... it looks like you were interested in getting a really good deal on a property in the \_\_\_\_\_ area... Is that the area you are looking to buy in?
4. I saw that you were primarily looking at \_\_\_\_\_ (condo/house)... what type of properties do you like best ... Condos or Houses?
5. What is the price range that you are looking to buy in?
6. I'm curious ... are you currently renting, or do you own your home? Do you need to sell before you buy?

[IF NEED TO SELL]

Is your house currently on the market?

One of the first steps to determining what you will be able to purchase is to establish what your home will sell for and how much you will net from the sale. Have you had a professional ... like me ... create a Comparable Market Analysis on your home?

In addition to assisting you to ... buy a home ... we can also support you in selling your home for top dollar. I would love to do the research for you on what a motivated and qualified buyer would be willing to pay in this market and what our team can do to assist you.

[IF RENTING]

Are you month to month, or are you in a lease? If you were to find the home of your dream ... could you get out of that lease immediately?

7. What steps will you need to take to ... buy a home?

8. \_\_\_\_\_ there are different approaches we have to take during this time because of the current situation and we still have people out looking at homes, safely. Would you like to know how we do that?

Here are some of the options:

- a. Set the appointment in person if healthy
- b. Conduct our initial consult via video (Zoom)
- c. Conduct our regular showings with wipes and gloves
- d. Show your property via FaceTime

11. Which of those options would you like to move forward with at this time?

[IF NONE - I WANT TO WAIT]

\_\_\_\_\_ (name) \_\_\_\_\_, I completely understand and support that decision. We have a lot of people doing that. How can I support you in the meantime so that when you are ready to move forward it is easy and simple?

12. What would work better for you? \_\_\_\_\_ or \_\_\_\_\_?

13. Great ... Thank you again and I look forward to meeting and assisting you.

[IF ZOOM]

1. Have you ever attended a webinar?

2. Are you familiar with Zoom?

3. I will be sending over an email that has specific instructions on what you will need to do to utilize the Zoom technology for our meeting. Would you please take a moment and get that set up? It's a quick, 3-minute process that is very simple and easy.

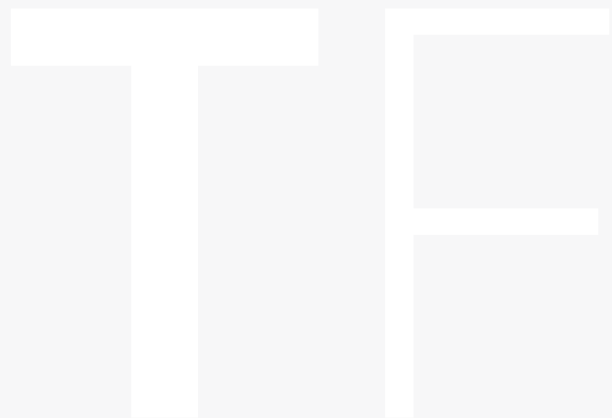
## Virtual Agent Buyer/Seller Lead to Appointment Text

Example 1 - Sharing recent federal, state, local news:

“Hey \_\_\_\_\_, I wanted to check in, hope you (and the family) are doing great!? With a lot of people getting back into their more ‘normal’ routines, I’ve been lining up virtual meetings to answer questions, determine the right action plan and (FOR BUYERS: preview homes that are on the market now) (FOR SELLERS: review the current buyer traffic and competition for selling in today’s market). Would you let me know if you’d like to schedule a time, I’m here to support you and answer any questions or concerns you may have?”

Example 2 - Sharing about the housing market:

Hey \_\_\_\_\_, I’ve been keeping an eye on houses coming to the market and those off market that I think would fit your needs. Just wanted to make sure you were aware of them. If we get everything together, there’s going to be some great opportunity to get ahead of the competition. Text me back so we can set up a meeting to discuss.





## Virtual Agent Follow Up Script

Hi \_\_\_\_\_, it's \_\_\_\_\_ with \_\_\_\_\_ I know that I told you I would check in with you regarding buying/selling.

1. I'm happy to talk about real estate, but first I wanted to ask you...
  - a. How are you and your family?
  - b. How is your work environment?
  - c. How is homeschooling? (if applicable)
  - d. Is there anything that you may need outside of real estate at this time that we could be of assistance with?

2. The reason for my call is that there is a lot of misinformation and confusion about what is still occurring in the real estate market. I am reaching out to all my current clients and future clients... like yourself... to educate and inform them on the REALITY of what is actually occurring in real estate right now.

3. I'm curious, what questions do you have about the market right now?

Because of rates and inventory levels, we are seeing the real estate market continue to move forward. In fact... in the last 7 days \_\_\_\_\_ sales and \_\_\_\_\_ new listings have occurred (if applicable... and we are still seeing multiple offer situations in some cases. So, the market is still very active) It's surprising, even to us.

4. So, I'm curious... how is this affecting your plans to buy/sell?

5. What impact has this had on your timeframe?

[IF HOLDING OFF]

\_\_\_\_\_ I completely understand and support that decision. We have a lot of people doing that. When this ends, and it will end, are you still looking to move? How can I support you in the meantime so you are prepared when you are ready to move forward?

[IF INTERESTED]

\_\_\_\_\_(name) \_\_\_\_\_, there are different approaches we have to take during this time because of the current situation. Would you like to know how we do that?

Here are some of the options:

- a. Conduct our initial consult via video (Zoom)
- b. Set the appointment in person if healthy
- c. Show you property via FaceTime
- d. Regular showings with wipes and gloves

Which of those options would you like to move forward with at this time?

6. I've got time at \_\_\_\_\_ or \_\_\_\_\_ which would work better for you?



## OBJECTION HANDLERS

### The Importance of Rapport

We need to use this time to demonstrate to our clients and future clients the abundance of value that we bring to the table.

The highest form of love that you can show your clients right now is accountability. Holding yourself accountable to what the market is really saying and giving them truthful information is key.

The key is to lead with the impression of serving others and not selling others. When talking with a new client or a present client, ask questions that give you the opportunity to get to know them better.

What is their social style? What are they going for? Dive into who they are, try to pinpoint their end goal and figure out how you can best serve them. Try to weed through their ideas and discover what it is that they really want.

The goal isn't to convince the client that they are right or wrong. Especially now, we need to step back and say, "Yes, I can understand what you are saying, but this is really interesting when we compare your concerns to the market data."

### Before Your Conversation

#### 1. Build Rapport

Where are you in the process? Are you qualifying or working with an established client? What is the client's personality? Analytical?

#### 2. Educate. Do not debate.

Subscribe to sources like KCM to back up your objection handlers with facts. Be knowledgeable and a resource about your market. Check the daily hot sheets.

#### 3. Dig Deeper

Ask more questions. Is there an underlying emotion holding them back? Acknowledge that these are uncertain times.

#### 4. Share Your Experience

I've been through this before and I can confidently say that my clients have not had a regret about purchasing in the past even when the market was not at what people considered "the bottom."

## 5. Always move the client forward to the next step.

You should never leave a conversation without a firm next step. Uncertainty is always certain.

### COVID-19 Objection Handlers Script

**CLIENT OBJECTION:** “I want to wait to see what the market is going to do.”

The idea here is that you want to serve the clients and back up what you say with data. What you are saying has to have depth, otherwise you are just reading a script. At the end of the day, people can be fearful.

Your job is not to convince them why the market is great. Your job is to show them the data and help them make an educated decision based on their goals.

Here are some options:

1) I understand that thinking...these are uncertain times. What are you hoping will happen? In certain price ranges, there is still competition for homes due to low inventory and very low interest rates. Once we get through the next few months, there will likely be more competition and who knows what interest rates will be. Are you willing to take that risk? What's the cost of staying put? Let's look at the available inventory this week and see if there is anything I can show you.

Are you waiting for the prices to drop?

I'm going to make sure that you aren't homeless or own two homes at once.

2) I can appreciate where you are coming from. I am not here to sell you on the idea if you must sell or must buy because there's a lot of uncertainty going on right now.

What I want to tell you is that I have some real data and real stats to share with you to explain why I think this is a great opportunity.

If you look at what our stats were month after month and year over year, here's where we stand: [ Insert data about your local market here ]

**CLIENT OBJECTION:** “I think prices are going to come down, so I will just wait.”

1) I get that. These are uncertain times. What is your monthly rent/mortgage right now? What would a new payment be in the current market at the current rates? If you are financing, a higher interest rate affects your payment and cost of ownership more than, say, a 10% (estimate) price drop.

How much do you think prices will come down? Will a slight price drop really affect you 10 years from now, assuming you might be in your home that long? The average homeowner stays put for 10 years.

Prices could also go up due to low inventory and pent up buyer demand this summer. The pretty houses always have competition and I'm assuming you want a move-in-ready updated home. If you are willing to buy something less than perfect, I can find you a great opportunity now. I also have lenders who can include the cost of updates, if need be, in your mortgage.

Historically, prices have been steadily increasing in our area. While this is definitely an unusual time, once we get through the worst of it, our market will get back to normal, which means it will be competitive.

No one has mystical powers and knows exactly what prices will do in every market. Each market is unique. Our area is affordable and desirable, making many top 10 lists, and our economy is usually strong. We will rebound quickly leaving a very small window to determine if prices have bottomed out. And you won't know that has happened until prices are on the way up.

The brave ones get the deals now. Let's look at the options we have and what has gone into contract and closed and gauge the pricing trends.

2) The reality is that that is an opinion and there's a lot of people that are believing that right now. I can understand your feelings because a lot of fear is being passed around.

The reality is that there's people who still need to move. We understand the sensitivity of everything going on right now, but the fact of the matter is that people are getting transferred for their jobs, people are not getting their leases re-signed, or may need to move due to health reasons. Whatever the case may be, there's a lot of people that need to move.

Right now, we have an influx of buyers still waiting, and if you combine that with the fact that interest rates are still low, we had a low inventory before COVID-19 and we have an even lower inventory during COVID-19. So I don't believe that the data suggest the prices are going down. If you look at the numbers and at how much inventory we have and the number of buyers that still need to purchase, the data suggests that the price of the homes will continue to rise.

**CLIENT OBJECTION:** "If we list now, no one will be able to show our property."

1) I understand how you would get that impression. Many homes are still selling quickly and with multiple offers.

Let me show you the marketing we are doing so buyers can tour your property at any time of day in their jammies! We are even doing virtual open houses on Facebook. This additional exposure will attract the more serious buyers who do want to see your house in person. When that happens, we are taking the following precautions...[SHOW WHAT YOU'RE DOING.]

Let's get the paperwork done so I can get to work.

2) Well that is a pretty strong objection, but I can tell you that someone will see your home, I can guarantee that.

There is a lot of uncertainty, don't get me wrong, there's a lot of fear going on and I get that confidence levels are down, but we are actually still showing homes.

Yes, there's changes, and yes, it's a different scenario. Virtual showings are happening, and sellers are hosting open houses virtually. There's a number of situations that will become the new norm. People still need homes. Home is the safest place to be. Not everybody has the luxury of having a home right now.

Even though the changes are new and the methodical process of all this is different than what we are used to, there are people that are still showing homes and wanting to buy.

Now, granted, we still have to be priced appropriately but I assure you the data now suggests people are buying.

**CLIENT OBJECTION:** "I don't want anyone in my home during this outbreak."

1) I understand that. What exactly are you concerned about?

Let me show you the marketing we are doing so buyers can tour your property at any time of day in their jammies! We are even doing virtual open houses on Facebook. This additional exposure will attract the more serious buyers who do want to see your house in person. When that happens, we are taking the following precautions... [SHOW WHAT YOU'RE DOING.]

Everyone is concerned about potentially spreading the virus. No one wants to get sick! Showings are kept to just the relevant buyers and their agent, our photographer wants the house to be vacant, etc.

We can always wait but even if we get back to 'normal' it may be a new normal where we will be using the same precautions we are now.

2) Well, listen, I understand you want to sell your home, and you don't want anybody in it. Now we can approach showings with doing things virtually. We can do virtual open houses with you! But at some point, people are going to have come to your home. There's going to be inspections involved there's going to be appraisers involved.

Now what I suggest is that we can put limitations such as...

If we are having a showing agent and one person only, we can make sure that all doors that need to be opened are opened, making sure all lights are on, asking for masks and gloves to be a requirement.

But to completely say I don't want people in my house and still wanting to sell your home is like me going on a diet while I'm still eating pizza.

I would advise you to minimize the interactions, let's put some inclusions in place that say: only one agent and one buyer, so don't bring 40 people with you – just one person besides agent is allowed.

It's virtually impossible, and I hate to use the word impossible because yes it can happen... we have sold homes to investors that have never even seen the home, but there's still the scenario that you may have the inspector in there, the appraiser in there. I'm not one to really tell you ok yes, we can do it. I'll do it but I just don't see how that situation is practical.

**CLIENT OBJECTION:** "I want to buy, but I'm going to wait until it's safe to go out again."

1) Do you know exactly when it will be safe? Do you still need to move in [TIME FRAME THEY TOLD YOU]?

What will make you feel safer when you go out?

Here are some things I've been doing for my clients: virtual showings, Zoom meetings, electronic signatures, written comprehensive inspection reports, drive up showings and more.

If we could keep contact to a minimum, would you want to stay on schedule? Let's figure out how to do that together.

So here's the thing, what's your version of safe? Are you just referring to the health aspect of it? Because you have people out here saying that it may never be safe again... right?

Now is your version of safe letting the rates go up but it feels safer to be outside? Safe has many versions to different people.

So tell me, what would make you feel comfortable at a showing? Is wearing masks and gloves helpful, is it showing you the home via Facetime/Zoom, or is it only viewing vacant properties?

What we can do if you love this home, and we have viewed it virtually, we will put the appropriate verbiage that states you will have the opportunity to walk through the home in real time before XXX amount of days. If we walk through the home and you want to get out of it, we will have the appropriate verbiage in there to protect you and get out of the deal.

I would say let's double down on what your version of safe is here and then I can help prepare the options moving forward.

