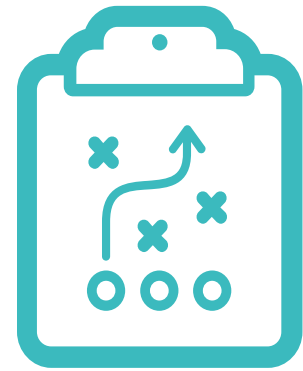


CINC Playbook



When speaking with a buyer who calls on a property (or any other services you offer), your outcome for that call should be to set an appointment to meet with them face-to-face.

Being that you and/or your Broker/Owner have spent time and money to generate this lead, it's imperative that you do everything you can to get in front of each person. Your first course of action is to get them to your office where you are in the most control of the meeting. Your office is where you are most comfortable and where you have all of your materials and information easily accessible for the best chance at success.

If you cannot get the prospect to your office then you must try to get them to see a property or meet you at a mutually agreeable location so that you can make your buyer presentation at that time. Again, you and/or your Broker/Owner have spent time and money to get this person to call you. It's your responsibility to do everything you can to get in front of this prospect and compel them to work with you.

Some best practices to consider when making buyer-lead (or any other) calls:

Call early: The average buyer lead works with the first real estate agent that gets in contact with them after they submit a request. You actually have an 86% chance of doing business with a prospect if you call them within the first 5 minutes of them submitting information on your site. A 5-minute first call should be your minimum standard. Making sure to have the CINC Agent app downloaded on your phone will help this tremendously!

Call often: If, for some reason, you don't catch someone within the first 5 minutes after they submit a request, call them again. Most people give up after 2-3 calls. According to studies, you can experience up to a 70% increase in contacts by simply making a few more call attempts. In fact, 85% of leads don't answer until call 6 or 7. When scheduling your call hours, make sure you are attempting to call between 8-9am or 4-5pm as these have been proven to be the best time to contact and qualify a lead.

Don't take no: Your chances of getting an appointment with prospects go up as high as 74% once you get to the 4th no! Unfortunately, most people don't make it past the first or second no.

Call Intro

HEY (PROSPECT'S NAME)? (IF THE VOICE DOESN'T MATCH SIMPLY SAY HEY IT'S YOUR NAME AND MOVE ONTO THE INTRO LINE.)

PROSPECT: YES.

Hi, (PROSPECT'S NAME), THIS IS (YOUR NAME) CALLING FROM (NAME OF CINC SITE)

I NOTICED YOU WERE BROWSING FOR HOMES. JUST CURIOUS, ARE YOU JUST BROWSING, OR YOU LOOKING TO BUY IN THE NEXT 3-6 MONTHS?

PROSPECT: I'M JUST LOOKING.

AWESOME! WHAT ARE YOU LOOKING FOR IN A HOME?

PROSPECT: I DON'T KNOW YET, I JUST STARTED LOOKING.

I CAN UNDERSTAND THAT. WHAT HAS YOU LOOKING IN (FAVORITE CITY)? (START ASKING QUESTIONS TO GET THEM TALKING. REMEMBER FINDING THEIR WHY IS MORE IMPORTANT THAN THEIR WHAT!)

PROSPECT: ...RESPONDS. (REALTOR: THAT'S INTERESTING, TELL ME MORE, (BE GENUINELY CURIOUS!))

Questions to keep the conversation going...

WHY

1. Just curious, why did you decide it was time to make a move?
2. What brings you to the area?
3. What activities are you most interested in?
4. It's a perfect day in the life of (Prospect's Name), you have no worries and nothing but free time, what does it look like for you?
5. What does the perfect neighborhood look like for you?
6. Do you have friends and family in the area?
7. What do you do for work? How long you been doing that?
8. Do you have a home to sell before you buy?

**Interesting tell me more & I'm curious, can you elaborate!



Remember

– FOLLOWING THE ANSWER TO ANY ALMOST ANY QUESTION ASK THEM 'WHY?' OR 'TELL ME MORE ABOUT THAT?' WILL GET THEM SHARING ABOUT WHY THOSE THINGS ARE IMPORTANT TO THEM GIVING YOU A BETTER UNDERSTANDING OF YOUR PROSPECT.

WHEN

9. If everything was perfect for you, when do you want to be situated in your new home?
10. Do you need to sell before you buy?
11. Just curious, If all circumstances worked out perfectly in your favor, when do you guess that you might make a move? (4 months or less, get ready to close)

WHAT

12. I noticed you're looking in [favorite city] are you interested in other areas as well? (Determine their physical location if in-town or out of town for below)
13. What neighborhoods are your favorite(s) & WHY?
14. How did you find out about (neighborhood)
15. What do you like most about (neighborhood or favorite city)?
16. Are there any other neighborhoods that may be of interest?
17. What price range fits your needs?
18. Do you have a home to sell before you can buy?
19. Are you going to be paying cash or do you require financing?
20. If you were painting the perfect picture of your next home, what does it look like?
21. What kind of floor plan? Ranch / 2 Story / Condo, etc
22. How many bedrooms and baths?
23. How big in terms of square footage?
24. Is the size of the lot important?
25. I just need to make a few edits on the search here, because you're setup to receive anywhere from 100's to 1000's of listings on the market, and we don't want to fill up your inbox with listings that don't match your criteria. So can you paint me a picture of what you THINK the ideal home might look like?

Appointment Close

26. When is a good time for you to get in and see some of these homes?
27. For out of town buyers - When will you be in town?



It is critically important that when scheduling an appointment you find out if there will be someone else involved in the decision making process (spouse, parents, family members, roommates, etc). If there is, ONLY schedule a time where ALL decision makers will be able to attend the appointment!

Handling Objections



“I already have a Realtor”

Option 1 - (Ignore) - Perfect! so what are you looking for?

Option 2 - Have you signed anything with that Realtor yet? Mr/Ms _____, if we could give you access a property that has (insert buyers criteria) and that isn't on the MLS, with a ridiculous price, would you want us to send it to you before other buyers?

Option 3 - (Realtor is friend) Is it worth jeopardizing your friendship for? What happens when the transaction goes south? What would that do to your friendship?

“Just Looking / Browsing”

Option 1 - You're just looking? Awesome! What are you looking for?

“Can you e-mail me the property information?”

Option 1 - We'd be happy to do that. Let me ask you, are you looking for someone to do a good job or a great job for you? We pride ourselves on doing a great job and by sending you a bunch of listings that may or may not meet your criteria is not what we consider doing a great job for you. When can we meet for about 15 minutes depending on the amount of questions you have, where I can find out exactly what you are looking for in a home and get you set up on the VIP Buyer's program. From there, you will get listings e-mailed to you on a regular basis.

Option 2 - Mr/Ms _____, here's the thing, we have a form with about a 100 or so questions related to your home search... if we get together and we fill that out, then you will be taking charge of your home search because you will be arming us with exactly what you want to find, and we can do a way way better job for you, if we were to ask you a few general questions on the phone then you're going to think we're a pretty crappy Real Estate team when you're getting homes that don't match what you want.. make sense?

“Other agents sending me properties already”

Option 1 - Other agents are sending your properties already? That's great. So the biggest difference is other Agents only send you what they know is available on the MLS for sale. We'll send you those properties as well, and we'll ALSO send you properties not available on the MLS, and a bunch that aren't

available to other agents, like Pocket Listings, Expired listings, For Sale By Owners, Distressed Sales etc. Would you be interested in getting a list of those properties that match your criteria?

“I’ll give criteria over the phone”

Option 1 - Can you give me your criteria over the phone? Absolutely! We should definitely get your basic criteria over the phone. When we get together we’re going to get you more than just the properties that are available to other buyers. We’re also going to give you access to homes that aren’t Active on the MLS such as Bank Owned Properties, Estate Sales, For Sale By Owners, Distressed Sales etc. Would you be interested all those properties that we find that meet your criteria?

“I’ll get back to you”

Option 1 - We definitely would like if you got back to us! In the meantime, One of the greatest things about our team, is not just having the most powerful Real Estate Website in our area, it’s also that we can send you listings from *ALL* Real Estate companies, and even listings that aren’t on the Internet, like Bank Owned properties, distressed properties, Estate Sales, For Sale By Owners, our Pocket listings and much more.. All we need is to get together with you for about 10-15 minutes depending on the questions you come up with, and we’ll get it all setup for you. (insert close)

“Speak with my spouse first”

Option 1 - Absolutely! We would definitely want you to do that! Would you mind bringing him/her in with you? Because, we’ll go over a lot of great information that will help you all tremendously. With your permission, I would like to add this to my Calendar so we keep that time open, and you let me know if it doesn’t work for your husband/wife. Fair enough?

“Not sure what I’m looking for yet”

Option 1 - What we’ll do when we get together is go over everything so that you don’t WASTE time. We’ll talk about the things that you feel are important, and the things you feel aren’t. We’ll determine any areas or types of homes you want to eliminate. You’ll find, like most, that there are things you probably never considered that may be important to you! We’ll never try to sell you anything, and you’re never obligated to buy! That being said, (close)

“I’m too busy or I don’t have time”

Option 1 - I can appreciate that. I’m sure you’re super busy and that’s why I’m offering this free service to you. Our VIP Buyer’s service will only send you properties that meet your criteria. That way, you’ll know exactly when they come available and you won’t have to look at all the different websites, real estate books, 100’s of emails, and/or call from 100’s real estate agents to see if a property works for you or not. When can we get together for about 15 minutes where I can find out exactly what you are looking for in a home and get you set up on the VIP Buyer’s program. From there, you will get listings emailed to you on a regular basis.

Option 2 - I can understand you’re busy and your time is valuable, and that’s EXACTLY why I’m calling. We have a VIP Buyer service that will ensure that you don’t WASTE your time by scouring the newspapers, magazines, and Internet on a daily basis looking for new listings, our Team will do all that for you. All we have to do is get you setup in our specialized search, where we send you properties that are on the MLS, and more importantly those great deals that aren’t on the MLS like Estate Sales, Distressed Properties, Auctions, Price Reductions, etc... Doesn’t that make sense? (go to close)

“When we see it, we’ll fly in and buy it”

Option 1 - When you see it, you’ll fly in and buy it? So it sounds like finding a great deal is something that’s very important to you correct? That’s Awesome. So, when we find a home that has (insert buyers criteria) you’ll bring your checkbook, and fly in and buy it? Great! If you decide to work with us, we’ll do everything in our power to find you the perfect home. We’ll drive around, stay up late, tour properties for you, etc. When would be a good time to get some time on the Calendar with you and our Buyers Specialist on a skype or google hangout, so that they can share with you all the properties that aren’t on the MLS, such as Bank Owned, Distressed Sales, Estate Sales, For Sale By Owners, and Pocket Listings?

“Too far out or Year+ out”

Option 1 - Too far out? Nothing wrong with that! So when you say Too Far Out, what does that mean for you? (Prospect Answers)

Option 2 - Do you think (price of homes / interest rates) are going to be (higher/lower or more expensive/less expensive) a year from now? **bounce to home of your dreams close

Option 3 - (Prospect name), are you aware of what home prices are doing here in SW Florida? (No). Home prices are rising anywhere from 8-12%, in some cases we were getting 18%! So in 5 years, using 10% appreciation, that means that a \$300,000 home today will cost \$483,153 in five years. The reason I bring this up is that we get a lot of buyers here that elect to buy now, collect rental income Annnnnnd the Appreciation, in this case \$183,153. So my question is, If I could show you a way to capitalize on the home appreciation, and also collect some rental income with minimal hassle, would that be something that you would be interested in at least exploring?

“Only Interested in that property”

Option 1 - We'd be happy to show it to you! The owners have requested that the property only be shown to buyers that have been preapproved by a Reputable Mortgage Company. Would you be able to email us a copy of your pre-approval so we can get that all setup for you? Or, when can we get together so I can help you with getting preapproved and at the same time, I'd be happy to print out all the listings that meet your criteria.. (Go to close)

Pre-Close Offers



Selection

Option 1 - “Hey Mr/Mrs____, We have access to properties that aren't the MLS, these properties represent Great deals a lot of times, and include expireds, fsbo, etc. (Go to Close)

Option 2- “Hey Mr/Mrs____, we may know of a few other properties not on the MLS with (property description), that meets (lifestyle), wouldn't you want to know about those as well?” (Go to Close)

Affordability

Option 1 - “Hey Mr/Mrs____, If we come across a really good deal that is in (neighborhood), that is in (price range), would you want us to notify you before other buyers?” (Go to close)

Option 2 - “Hey Mr/Mrs____, we know of some ultra competitive lenders here in (neighborhood), and a lot of times they are able to save our clients a lot of money, wouldn't you find that useful?” (Go to close)

Convenience

Option 1 - “Hey Mr/Mrs____, we want to make it easy for you to see homes when the time is right. If you hit the Heart button to save your favorites, and the Property Inquiry button when you have questions, we'll try to respond in record time. That way we can communicate efficiently and get the best understanding of your needs, and help you find the best deal” (Go to Close)

Option 2 - “Mr/Mrs____ When you're ready to see properties, we'll schedule a tour and get you in? Sound good?” (Go to close)

Closers:

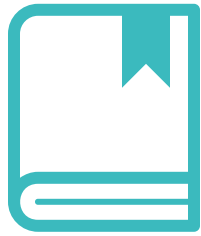
HOME OF YOUR DREAMS: IF I WERE ABLE TO FIND THE HOME OF YOUR DREAMS, IN THE PRICE POINT THAT YOU WANT, WOULD YOU CONSIDER MOVING SOONER?

PROSPECT: YES

GREAT WHAT WORKS BETTER FOR YOU? MORNINGS OR AFTERNOONS?

The alternative Choice Close: *WHAT WORKS BETTER FOR YOU? MEETING TODAY, SOMETIME THIS AFTERNOON, OR TOMORROW MORNING?*

Other Important Tips



Language

The language that you use is critical- NEVER say “No worries” or No Problem” take those out of your vocabulary immediately and replace with “My Pleasure!” ALWAYS tell Prospects “I look forward to earning your business” and/or “I look forward to serving you”

Moving

When asking when they might be making a move and they say they don’t know say this: If you had to guess, when do you think it might be? OR If everything was perfect, when would the ideal time frame be?

Lifestyle / Interests

When Prospects are trying to decide where they want to land, ask questions about their interests (boating/ fishing, golfing, biking etc) and offer suggestions.

Favorites

Prospects can save their favorite properties by clicking on the Red Heart in the top right hand corner of the property.

Make sure you know..... What are the clients pain points? What are their pleasure points?