

Win the First Conversation in a Virtual World: Scripts for Real Estate Agents

As requests for video tours become more frequent, it's important to feel confident in your approach to securing the first appointment. While there's more than one way to lead a remote tour, pick what works best for the customer and provides them with a better sense of the property that interests them. Introducing yourself and using the ALM framework is a great way to kick off a phone call or video chat.

Script for a professional greeting

"Hi (customer name)! This is (your name) with (brokerage name). I'm a local agent in (city name). I see you're interested in (property address)."

A - Appointment: Start the conversation on setting an appointment

Even if a buyer is unable or hesitant to view a home in person, your goal of getting an appointment with them does not change. Now is the time to reassure them that you can keep their search moving, whether in-person or virtually.

Asking for an in-person appointment: "Great, when would you like to go see the property?"

Asking for a video recording appointment: "Great, I'd be happy to get you a video recording for that property or do a live-video chat with you from the property and you can ask questions in real-time. What works best for you?"

Asking for a live video call: "When would you like to see the property?"

L - Location: Inquire if the buyer might be interested in more properties

When asking about location you have more options to be extra-effective in helping buyers when you add on additional recorded videos of other properties in the area.

Inquiring if buyers are interested in other properties: "Are there any other properties you've been looking at? I'd be happy to arrange (in-person or video) tours for those as well."

M - Motivation: Ask deeper questions

Live video calls are also a great opportunity to ask deeper questions about motivation than you otherwise might ask with a person you were going to see later.

Scripts for discovering a buyer's motivation:

"What is it that you like about this property?"

"What is motivating your move right now?"

"What are some of the must-haves in your next home?"

Scripts for closing the call

Always leave your client with clear next steps and expectations for when and how they should be hearing from you.

How to summarize an in-person meeting: "Great! I look forward to connecting with you [day and time]. I'll coordinate the tours we discussed and I'll send you a text now so you have my direct line. Don't hesitate to call or text me if you have any questions in the meantime. Talk to you soon!"

How to summarize a recorded or 3D home tour: "Great. Let me see if I have a video of that property already and if not, I'll go get one recorded for you. I'll keep you posted over text shortly."

How to summarize a live video call: "Great. Let me get that set up and I'll text you shortly to confirm we're all set. I'm sending you a follow-up text now so you have my information and can send me any questions in the meantime."

Send a follow-up text: "Let's run our next appointment through (FaceTime, Skype, etc.). I'll send you the meeting information as well as a calendar invite. What email address should I send this information to?"