

2

SALES DIALOG STRATEGIES THAT ATTRACT QUICK LEADS IN REAL ESTATE

By Drew DeMaree
The Freedom Companies

SPHERE VENDOR REFERRALS

When calling/connecting with your friends & family who are part of your sphere, it is important to determine if they have a real estate connection already.

YOU: Hey I wanted to ask if you have any great home vendors that you have used in the past year that I need to know about? I trust your opinion regarding your past interactions and would like to add them to the directory I am building.

SPHERE: Yes, I have used several great vendors.

YOU : Awesome, Can you share their contact information, and can I let them know you referred them to me?

SPHERE: Of course.

YOU: By the way, Do you currently have a "go to realtor" that you use to ask questions about real estate in our local area?

SPHERE: Yes, I use XYZ realtor.

YOU: Ok great. I have heard positive things about that realtor. In case you have questions and your current realtor can't respond to you as quickly as you would like, I am happy to be your back up option.

SPHERE: Yes, happy to ask you questions if they come up.

YOU: One last question, Can I get/verify your email because I wanted to send you monthly updates on the local real estate market, and I want to make sure I have the correct contact info?

SPHERE: Of course, my email is XYZ@gmail.com

VENDOR REFERRAL DIRECTORY

Home vendors & lifestyle vendors are great referral sources. Make a list from A to Z of all vendors you use including everyone from painters to hairdressers to landscaping to dry cleaners.

YOU: Hi, I am a local realtor and I got your contact from XYZ (sphere) and he/she said you were an excellent "painter (industry type)" , are you still painting?

I wanted to add you to my real estate vendor directory, can I verify your contact info?

VENDOR: Sure, is there a charge for this?

YOU: No, my goal is to refer great vendors to assist my buyers and sellers with their home maintenance/repair needs.

YOU: So do you work with any other realtors that provide you business referrals?

VENDOR: Yes/No.

YOU: Ok wow, well I would like to help you get additional leads, and if you happen to hear of someone looking for a great real estate agent, I would love for you to pass them my contact information. Would that be ok?

VENDOR: Sure, of course.

YOU: Wonderful! Thank you for your time, and I will drop a few of my business cards in the mail to you. I would like to check in every few months to see how we can help each other, if that is ok?

VENDOR: Yes, that would be great.