

SUPER CHARGE

*Action initiatives
to drive your business*

MARCH 5TH - FOLLOW-UP SCRIPTS **BUY-SELL-INVEST**

Hi _____, this is _____. I hope you and your family are staying healthy and doing well. How is everyone doing? (small talk)

I've been receiving many questions about the state of the market, so I am touching base with everyone in my network to provide an update. I recently shared some information in an email about why now is an excellent time to either BUY, SELL, or INVEST in real estate...did you receive it?

...With interest rates at an historic low, purchasing a home has never been so affordable. As a matter of fact, in many places, are you aware that a homeowner can now afford 10% more home than even last year? Whether the purchase is for a primary residence, investment property, or a second home, affordability is strong.

Likewise, home sale prices have increased significantly, which makes it an ideal time to sell. Many homeowners favor the ability to utilize the increased equity as a down payment on their next home.

Have you given any thought to making a change this year? If there was a financial benefit, is it something you would consider?

I'm happy to offer you a free evaluation of your current home and to connect you with our Prosperity Home Mortgage partner to see if the numbers make sense. When would be a good time for us to get together to discuss further? Is Thursday afternoon at 3pm or Saturday at 12 noon better for you?

(set the appointment – prepare a Moxi presentation)

SELL

Hi _____, this is _____. I hope you and your family are staying healthy and doing well. How is everyone doing? (small talk)

...Lately, I have received many questions about the state of the market, so I am touching base with everyone in my network to provide an update. As part of the value I bring to my friends, family, and clients, I'm committed to providing regular market updates and sharing relevant real estate news. I recently shared some information in an email about why now is an excellent time to SELL a home...did you receive it?

When is the last time you received an evaluation of your current home? There are many advantages to selling in today's market. With Spring right around the corner, it's an ideal time to take advantage of higher home sale prices in today's market. Buyer demand is high, which triggers the increase in home values. Additionally, with limited inventory available, your negotiating position is stronger.

Is there a magic price at which you would be motivated to sell? I'm happy to provide you with a free home evaluation so you can weigh your options. If there was a financial benefit, is it something you would consider?

When would be a good time for us to get together to discuss further? Is Thursday afternoon at 3pm or Saturday at 12 noon better for you?

(set the appointment - prepare a Moxi presentation)

REFINANCE

Hi _____, this is _____. I hope you and your family are staying healthy and doing well. How is everyone doing? (small talk)

Lately, I have received many questions about the state of the market, so I am touching base with everyone in my network to provide an update. I recently shared some information in an email about why now is an excellent time to PURCHASE, SELL, INVEST, OR REFINANCE a home...did you receive it?

Have you given any thought to making a change soon?

(If yes...follow script for purchasing or selling in today's market)

(if no...continue with script for refinancing)

Since you are still enjoying your home and planning to stay put, it may be a great time for you to refinance your current mortgage, if you have not already done so.

(if no...then continue)

With interest rates at an all-time low, you may benefit from thousands of dollars each year from securing a lower rate. Currently, we are seeing rates below 3%, which is unbelievable. If there was an opportunity to lower your monthly payment and save you thousands of dollars, would you be open to exploring it? I'm happy to connect you with one of our Prosperity Home Mortgage partners to investigate opportunities.

(proceed with connecting prospect via three-way text)

If you have interest in utilizing the extra savings for a down payment on an investment property or second home, I can help you with that too. I want to make sure you know that I'm here to be your real estate resource.

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