

Grow Your Database with Referrals



Scripts



Hello, _____ (*contact's name*)! This is _____ (*your name*) with Keller Williams Realty.

Do you have two minutes to help me with a problem?

I'm taking a great class today and we're having a competition. I need to get at least ten referrals in the next month in order to win! I was just curious, who do you know from church or work who wants to buy a home, sell a home, or invest in real estate that I could call today?

Great! Thanks for taking a moment to think about that!

If yes ... _____

Would you mind giving me their name and number so I can call them right away?

If no ... _____

Who do you know who might know of someone who wants to buy a home, sell a home, or invest in real estate that I could call today?

And if you think of anyone in the next month, be sure to call me immediately!

(If you talk with someone who wants to chat and "catch up," set an appointment time to call them back later.)



Call the Referrals

When you are calling a referral, always reference the person who told you to call. Pretend you are calling a dear friend, your mother, or your best friend from high school. Start treating people like they are your best friend and relationships will just happen.

Script 1

Hello, this is _____ (*your name*) with Keller Williams Realty. _____ (*referrer's name*) gave me your number and asked me to call. (*He/She*) said you are thinking about (*buying a home, thinking of making a move*).

_____ (*referrer's name*), who is a (*past client of mine, friend of mine, or we go way back*), asked me to call you because (*he/she*) said you need _____ (*real estate service*), and I'm calling to see how I may best help.

Script 2

Hello, this is _____ (*your name*) with Keller Williams Realty. _____ (*referrer's name*) gave me your number and asked me to give you a call regarding your real estate needs.

I'm a real estate agent here in (*name of city*) and _____ (*referrer's name*) said you were looking for a great agent to help you achieve your goal of (*buying a home, selling a home, moving, etc.*)

Are you still in need of real estate help? _____ (*referrer's name*) was afraid at a weak moment you could end up with a weak agent and that's why (*he/she*) asked for me to call you.

How may I best help at this time?