

PIVOT

Pivoting Your Scripts
for Selling in the Time of Crisis



PIVOT

Pro-Tips for Pivoting Your Sales Communications

1. **Educate, Inform and Serve**

When these times end, and they will, you want to be known as the agent that stayed in touch with useful information about the market, about official announcements, reminders and tips about health, safety, the economy, home improvement, real estate and so on. How beneficial do you think that would be for your brand, for the future of your business, for your community? Remember: the right thing is always the right thing to do.

2. **Change Your Intros**

This is a time to be even more real, more personal, more empathetic. If you go in for the hard sell in any of your communications--phone, text, email, social--you risk losing trust and harming your brand. Instead, start your conversations the way you would with a friend or family member -- you'd ask about their loved ones and if they're safe. You'd offer to be of service. You know how to do this!

3. **Safety First**

As you stay in touch with prospects, clients and your whole sphere during this time, make sure to adjust your showing and appointment practices based on the official federal, state or regional guidelines. If you're in a state that still allows showings, for example, ask if clients would be more comfortable with a virtual showing or in-person walkthrough.

4. **Avoid Opinion-Based Conversations**

There's a lot of fear and misinformation in these times, and things are changing on a daily basis. Move away from talking in generalities about the situation, and come to the table with data about the market to help prospects and clients make informed decisions (see Pro-tip #1).

PIVOT

Pivoting Your Past Client/COI Script

Remember that this script is meant to be used loosely and our goal is to educate, inform and serve all of our clients, family and friends during this time. Have empathy, avoid any drama, be a calming force and you can't go wrong.

Hi... _____ this is _____. I have been thinking about you during this time especially and I wanted to reach out to see...

1. First of all how are you and your family doing right now?

2. [OPTIONAL, IF YOU CHOOSE TO AND CAN DO THIS IN YOUR MARKET]

I want you to know that I am healthy ... and between myself and my network of individuals that I know... can assist with anything you may need...so... what needs do you have right now that I (or my team) can support you with?

- a. Do you need any prescriptions picked up?
- b. Do you need any help with groceries?
- c. Is there anything around the house that you need help with (especially if elderly)?
- d. Would you like to know about local restaurants that are delivering?

[Anything else that can be of service/support to them.]

3. (Name), there is a lot of misinformation and confusion about what is occurring in the real estate market and my goal is to inform and educate you and all my clients about the reality of the market during this time.

So ... what questions or concerns about the market do you have right now that I can answer?

- [Share the data of the market]
- [Homes that are selling]
- [New listings coming to the market]
- [Stay away from predicting and just give the facts]

4. [OPTIONAL BASED ON THEIR SITUATION]

One last thing... it would be irresponsible of me as your real estate advisor if I didn't bring to your attention the amazing opportunity that you may have, because of the incredibly low rates, to possibly refinance and save money. Have you had any thoughts of refinancing?

[IF YES]

How can I support or help you with that?

5. These are unprecedented times and together we will get through it ... so... please don't hesitate to call me if you have any questions or need anything at all.

PIVOT

Pivoting Your Expired Script

Hi ... can I please speak to _____? Hi _____ this is _____ and I work for a local real estate agent in _____ (city).

1. I know we don't know each other that well just yet... but because your home came off the market and the current situation in our area I wanted to check in and see ...
 - a. Are you and your family doing well?
 - b. How is your work environment?
 - c. How is homeschooling?
 - d. Is there anything that you may need outside of real estate at this time that we could be of assistance with?
2. So... with everything that has taken place recently are you eventually planning on selling, waiting until after this situation passes or are you just taking it off the market?
3. If you sold this home ... where were you planning on going to next?
4. What was your time frame to be moved?
5. Why do you think that your home did not sell?
6. How did you happen to pick the last agent you listed with?
7. Has anyone told you why your home did not sell?
8. The only reason a home does not sell is because of exposure ... did you know that?
9. If I can show you how you can upgrade your exposure while still ensuring the safety of you and your family and get your home sold ... would that be of interest to you?
10. _____ there are different approaches we have to take during this time because of the current situation and we still have people putting their home on the market and out looking at homes, safely. Would you like to know how we do that?

Here are some of the options:

[NON-SHELTER AT HOME]

- a. Set the appointment in person, if healthy
 - b. Conduct our initial consult via video (Zoom)
11. Which of those options would you like to move forward with at this time?

PIVOT

[IF NONE - I WANT TO WAIT]

_____ I completely understand and support that decision. We have a lot of people doing that. How can I support you in the meantime?

[SHELTER AT HOME]

_____ I want to make sure that when the market returns back to normal that you are prepared and ahead of the curve. Let's set an appointment to discuss our strategy and create the plan so you don't miss out on the opportunity.

12. What would work better for you? _____ or _____?

13. Great ... Thank you again and I look forward to meeting and assisting you.

[IF ZOOM]

1. Have you ever attended a webinar?
2. Are you familiar with Zoom?
3. I will be sending over an email that has specific instructions on what you will need to do to utilize the Zoom technology for our meeting. Would you please take a moment and get that set up. It's a quick 3 minute process that is very simple and easy.



Pivoting Your Online Lead Script

Hello, could I please speak to _____? So many people are home and I wanted to take the opportunity to say Hi!
My name is _____ and I am a real estate agent in _____.

1. You recently registered on our site www._____ and I wanted to thank you for registering.
2. I'm happy to talk about real estate but first I wanted to ask you...
 - a. How are you and your family?
 - b. How is your work environment?
 - c. How is homeschooling? (if applicable)
 - d. Is there anything that you may need outside of real estate at this time that we could be of assistance with?

[NON-SHELTER AT HOME OPTION]

We know that our current situation has forced us to make adjustments to the home buying process; however, we still have clients looking at homes safely. Can I ask you a few questions to find out a little bit more about your situation so that we can help?

[SHELTER AT HOME OPTION]

We know that our current situation makes it difficult/not allowed for us to be out looking at properties; however, we have many of our clients that are preparing (meeting virtually with us, looking at properties online, etc.) and getting everything in line so that when we our "Shelter at Home" is lifted and it's safe, they are ready to move forward.

3. So... in your inquiry... it looks like you were interested in getting a really good deal on a property in the _____ area... Is that the area you are looking to buy in?
4. I saw that you were primarily looking at _____ (condo/house)...what type of properties do you like best ...
Condos or Houses?
5. What is the price range that you are looking to buy in?
6. I'm curious ... are you currently renting or do you own your home? Do you need to sell before you buy?

[IF NEED TO SELL]

Is your house currently on the market?

One of the first steps to determining what you will be able to purchase is to establish what your home will sell for and how much you will net from the sale. Have you had a professional ... like me ... create a Comparable Market Analysis on your home?

In addition to assisting you to ... buy a home ... we can also support you in selling your home for top dollar. I would love to do the research for you on what a motivated and qualified buyer would be willing to pay in this market and what our team can do to assist you.

PIVOT

[IF RENTING]

Are you month to month, or are you in a lease? If you were to find the home of your dream ... could you get out of that lease immediately?

7. What steps will you need to take to ... buy a home?

[NON-SHELTER AT HOME OPTION]

8. _____ there are different approaches we have to take during this time because of the current situation and we still have people out looking at homes, safely. Would you like to know how we do that?

Here are some of the options:

- a. set the appointment in person if healthy
- b. Conduct our initial consult via video (Zoom)
- c. Conduct our regular showings with wipes and gloves
- d. show you property via FaceTime

11. Which of those options would you like to move forward with at this time?

[IF NONE - I WANT TO WAIT]

_____(name)_____, I completely understand and support that decision. We have a lot of people doing that. How can I support you in the meantime so that when you are ready to move forward it is easy and simple?

[SHELTER AT HOME OPTION]

_____(name)_____, I want to make sure that when the market returns back to normal that you are prepared and ahead of the curve. Let's set an appointment to discuss our strategy and create the plan so you don't miss out on the opportunity.

12. What would work better for you? _____ or _____?

13. Great ... Thank you again and I look forward to meeting and assisting you.

[IF ZOOM]

1. Have you ever attended a webinar?
2. Are you familiar with Zoom?
3. I will be sending over an email that has specific instructions on what you will need to do to utilize the Zoom technology for our meeting. Would you please take a moment and get that set up. It's a quick 3 minute process that is very simple and easy

PIVOT

Pivoting Your Buyer/Seller Lead to Appointment Text:

Example 1 - Sharing recent federal, state, local news:

"Hey _____, I wanted to check in, hope you (and the family) are doing great!? With the early news of Trump's proposed Easter Sunday "back to work" plan I've been lining up virtual meetings to answer questions, determine the right action plan and (FOR BUYERS: preview homes that are on the market now) (FOR SELLERS: review the current buyer traffic and competition for selling in today's market).

Would you let me know if you'd like to schedule a time, I'm here to support you and answer any questions or concerns you may have?

Example 2 - Sharing about the housing market:

Hey _____, I've been keeping an eye on houses coming to the market and those off market that I think would fit your needs. Just wanted to make sure you were aware of them.

If we get everything together, there's going to be some great opportunity to get ahead of the competition. Text me back so we can set up a meeting to discuss.

PIVOT

Pivoting Your Follow up Script

Hi _____, its _____ with _____ I know that I told you I would check in with you regarding buying/selling.

1. I'm happy to talk about real estate, but first I wanted to ask you...
 - a. How are you and your family?
 - b. How is your work environment?
 - c. How is homeschooling? (if applicable)
 - d. Is there anything that you may need outside of real estate at this time that we could be of assistance with?
2. The reason for my call is that there is a lot of misinformation and confusion about what is still occurring in the real estate market. I am reaching out to all my current clients and future clients... like yourself... to educate and inform them on the REALITY of what is actually occurring in real estate right now.
3. I'm curious, what questions do you have about the market right now?

Because of rates and inventory levels, we are seeing the real estate market continue to move forward. In fact... in the last 7 days _____ sales and _____ new listings have occurred (if applicable... and we are still seeing multiple offer situations in some cases. So, the market is still very active) It's surprising, even to us.

4. So, I'm curious how is this affecting your plans to buy/sell?
5. What impact has this had on your timeframe?

[IF HOLDING OFF]

_____ I completely understand and support that decision. We have a lot of people doing that. When this ends, and it will end, are you still looking to move? How can I support you in the meantime so you are prepared when you are ready to move forward?

[IF INTERESTED]

_____ (name) _____, there are different approaches we have to take during this time because of the current situation. Would you like to know how we do that?

[NON-SHELTER AT HOME]

Here are some of the options:

- a. Conduct our initial consult via video (Zoom)
- b. Set the appointment in person if healthy
- c. Show you property via FaceTime
- d. Regular showings with wipes and gloves

Which of those options would you like to move forward with at this time?

PIVOT

[SHELTER AT HOME]

_____ (name) _____ I want to make sure that when the market returns back to normal that you are prepared and ahead of the curve. Let's set an appointment to discuss our strategy and create the plan so you don't miss out on the opportunity.

7. I've got time at _____ or _____ which would work better for you?