Dialogue/Script when a prospective client calls: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sure, let me bring that up on the computer

1. May I have your name? (As you bring it up…)
2. When were you looking to move “Joe” (State their Name)?
3. By the way, may I get your phone number in case something special comes up
4. And the price range you are looking for (High/Low)?
5. And do you have indoor pets?
6. By the way, are you renting right now or do you own your own home?
7. If they say they own, tell them that you would need to qualify them for both their house payment and the rental property they are interested in and they must be current on their house payments.
8. Is everything current and in good standing now?
9. And the City you want to live in?
10. How many bedrooms does your family need?
11. Are you looking for a two car garage or more?
12. Is a fireplace and central air important?
13. Did you prefer a one or two story home?
14. Anything else I need to know?

a. They might say they want a pool or need to be as near to freeway as possible etc.?

1. Can I get your email, so I can send you updates as homes become available?
2. How did you hear about this property?

Qualifying the resident over the phone or in person:

Now that I have some information on what you are looking for, let me go over some of our qualifications….

1. You said you were looking for a home for $800 a month correct?
2. Your income would need to be at least $2400 a month of verifiable income, does that fit within your finances?
3. THEN BE QUIET AND LISTEN…
4. If they do not answer “yes” right away, then that is a red flag
5. Have you had any judgments, foreclosures or bankruptcies within the last 3 years?
6. Have you had any evictions within the last 7 years?
7. We also run a credit check to verify you have a more positive than negative credit rating.

What our Company has to offer:

1. We have numerous home to choose from
2. We have personal leasing representatives that will work with you to find the home you need
3. We have photos of each property available
4. We have maps of the area
5. There is no charge for our list of homes

Set the appointment:

1. Confirm the resident is aware of the $50 cash or credit card deposit and a copy of their driver’s license to check out keys. This process may vary for each Office.
2. Follow the closing script below:

“I would like to schedule you to come into the office. I will prepare a special list of properties for you that meet your needs. I am confident I can find you a home. Are mornings or afternoons better for you? Great, I have an opening at 2pm or would 4pm be better?”

“Okay, I have you scheduled today at 4pm, I am going to be setting that time aside for you so if something should come up, please give me a call. I look forward to meeting with you.”

1. Log the appointment in your scheduling calendar (Microsoft Outlook or Multicalendar)

Logging the Call:

All calls should be logged in M1 when an AIS is filled out and a specific property is selected.