



PuraVida Coaching Buyer Conversion Script (ver. 1/2012)

Hi... This is _____. I am the Home Search Director with _____(your website name) and I was calling you today tofind outHow long have you been looking for a home?	<i>This is one of the most important questions.. do not skip. Do not ask them "how are you doing"...</i>
So you have been looking for _____	Repeat and affirm.
_____(Use their name)How soon do you have to be moved into your new home? Terrific. So you need to be moved in by _____	Great followup question.is .. Tell me.. Why is that date important to you? If more than a few months out.. tell them to enjoy the website and move on to the next call.
Will you need to sell an Existing Home to buy the next one?	If yes.. Have you interviewed a top agent like myself to market your property? Continue with seller qualifying script.
Have you seen any homes you're interested in? Fantastic.	If Yes...Great followup question is: What about those homes appealed to you? Continue qualifying
Are you working with any other agents?	
What price range and area are you looking in?	Followup question - Why is that area important to you? Continue qualifying
How much of a down payment are you working with? Great.	
_____(name) Have you met with a mortgage lender to determine your purchasing power?	<u>Always tell them you will have your lender call.</u> Is today or tomorrow better for you? Morning or afternoon?
Tell me.... why are you in the market to buy a home?	Another important question! IF NOT HIGHLY MOTIVATED.. OFFER THEM to continue to use the WEBSITE.
I'd love to help you buy a home, are you aware that it could take 1-2 months to buy a home and move in? Great!	
So.. my question is .. do you have to be in your new home in _____(destination) by _____(time) or do you want to get the process started then?	Just another way of tying down their initial answers to your questions.
Fortunately .. to get you one step closer to _____(location) by _____(timeframe) .. all we need to do is simply ... set an appt. .. so I can help you... get what you want.. in the time you want... won't that be great?	<i>Only set appointments with buyers who are buying in 3-4 months or less or relos coming to town.</i>
What would be the best time for us to get together and start the process? I am available on _____ at _____pm or _____ at _____pm.....	<i>Be sure to give them alternative choices w in the next 24 hours. "Tuesday or Wednesday at 3 or 6pm?" Do not make appt more than 2 days out.. (they likely won't show up & always confirm - your time is valuable!)</i>



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