GENSTONE
REALTY

Sphere of Influence Conversation Guide

<u>Initial</u> in-person, remote live visual, or phone

[Greet and identify yourself as appropriate for your level of relationship with this person. Examples:]

Hi, George, this is Carter. How are you doing today?

[OR, for someone who may not remember you well:]

Hello. I'm looking for *<u>(name)</u>***. Hi,** *<u>(name)</u>***, this is _____ . I know you from when we _____** *(recount your previous association with this person).*

[Catch up on each other with pleasant conversation for a brief time to strengthen the relationship. When you feel you have a good connection, give your request.]

I am letting you know I am now with GenStone Realty in my real estate career and would love your help now and in the future. I have a goal to help as many buyers and sellers as possible with their real estate needs and would love any assistance you could offer me. Would it be alright if I check in with you from time to time to see if you have heard about anyone who might be thinking of buying or selling?

[Person's response. If yes, continue]

Great. Thank you.

[Find out if they know anyone now.]

Have you heard of anyone recently in your family, social groups, neighborhood, or work who might be thinking of buying a home or selling?

[If yes] **Would you mind if I give them a call? Do you have their contact information, or could you please have them contact me? My cell number is _____. They can call or text.**

[If no] **When you do hear about someone you know, you could either let me know right then, have them contact me, or tell me next time we talk? My cell phone number to call or text is _____.**

[End with pleasantries and indicate you will call again.]

So good to (talk/catch up) with you today. Let's talk again!

[Enter into Follow-up Boss as much personal information you can remember to reference when you get back with them. Examples: Spouse, children, pet names, recent activities and trips, work situation, and any referrals given.]

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Sphere of Influence Conversation Guide

Follow-up for in-person, remote live visual, or phone

Hi, *(name),* this is *(your name)*. How are you doing today?

[OR, for someone who may not remember you as well:]

Hello. Is this *(name)*? Hi, *(name),* this is _____ . Remember we talked recently about how we knew each other _____ *(recount your previous association with this person).*

[Catch up on each other with pleasant conversation for a very brief time to strengthen the relationship. When you feel you have a good connection, give your request.]

I'm checking to see if you have heard or overhead of anyone who might be thinking of moving. When you can help me, I would appreciate it greatly. If you do hear of someone, please text me the name, and if possible, any contact information you might have or have them call me at *(phone)*.

Thank you so much for your assistance.

[End with pleasantries and indicate you will call again.]

So good to (talk/catch up) with you today. Let's talk again!

[Enter into Follow-up Boss any additional personal information you can remember to reference when you get back with them. Examples: Spouse, children, pet names, recent activities and trips, work situation, and any referrals given.]

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Sphere of Influence Text Message Guide (adapt for letter or email)

(Use text for those who don't answer after multiple attempts or don't return voice messages)

By Text for Someone You Know Well – Initial

Hello, (name) . This is *(your name – they may not have you in their contacts).* **I am now with GenStone Realty in my real estate career and would love your help now and in the future. I have a goal to help as many buyers and sellers as possible with their real estate needs and would love any assistance you could offer me. Would it be alright if I check in with you from time to time to see if you have heard about anyone who might be thinking of moving?**

Please text me if you do hear of any possibility, or have them contact me by text or phone. My cell number is _____. Thank you for thinking of helping me.

By Text for Someone You Know Well – Follow-up

This is *(your name)* **checking to see if you have heard of anyone who might be thinking of moving. When you can help me, I would appreciate it greatly. Please text me if you do hear of any possibility, or have them contact me by text or phone. My cell number is _____.**

Thank you so much for your assistance.

By Text for Someone You Don't Know Very Well – Initial

Hi, *(name)***, this is _____ . I know you from when we _____** *(briefly recount your previous association with this person).*

I am with GenStone Realty and would love your help now and in the future. I have a goal to help as many buyers and sellers as possible with their real estate needs and would love any assistance you could offer me. Have you heard of anyone recently who might be thinking of moving? Please let me know or have them contact me by text or phone. My cell number is _____. Thank you for thinking of helping me.

By Text for Someone You Don't Know Very Well – Follow-up

This is *(your name)* **checking to see if you have heard of anyone who might be thinking of moving. When you can help me, I would appreciate it greatly. Please text me if you do hear of any possibility, or have them contact me by text or phone. My cell number is _____. Thank you so much for your assistance.**