GENSTONE
REALTY

Responding to a Lead Conversation Guide

When you receive a lead from your Sphere of Influence or any conversation, it's essential to contact the lead to establish an excellent relationship to move forward to meet their real estate needs. They may be just a buyer or a seller, or both.

Introductions on Phone Calls

When you are responding by calling the lead on the phone:

1. Determine you have the right person from the lead source. *(Hello. I'm looking for_____.)*
2. Introduce yourself. *(Hi, (name), this is _____ from GenStone Realty.)*
3. Explain how or from whom you received the lead or to what inquiry you are responding.
4. Ask if this is a good time to talk. If not, schedule another time, and be sure to call back then. *("May I call you back at a time that is more convenient for you?")*

What to Find Out

Your responsibility is to ask and answer questions and listen. That's what establishes a relationship. The first questions apply to both sellers and buyers, the rest to just buyers.

- **Do you currently own a property?**
- **Are you planning on moving?** *(determine if they are a seller or a buyer, or both)*
- **When do you need to [move/sell]?**
- **What price range were you thinking? How did you determine that?**
- **Who else is involved in the decision-making?** *(It's important to know about and respect others)*
- **Have you selected an agent yet?** *[If yes]* **Are you 100% committed to that agent?** *[If no, continue.]*

These questions apply to just buyers:

- **How long have you been looking?**
- **In what areas are you looking?**
- **What features do you need in a property?**
- **Have you spoken with a lender for mortgage preapproval?**

What to Let Buyers Know

Here are some points to let buyers know about you:

- You have information about all properties
- You can help them save time in their search

- You can set them up with the best searching tool *(Showcase IDX)*
- You know the current market
- You have the expertise to assist them through the entire buying process
- You can represent their best interests

Be sure to get their first and last names, get all their contact information, phone, email, and even address. Ask what their preferred contact method is and give them your contact information.

What to Let Sellers Know

Here are some points to let sellers know about you:

- You can advise them where to focus for updates and repairs
- You can give them the current market price for their property
- You can advise them on how the current market is responding
- You have the expertise to generate the maximum activity from buyers
- You can represent them and advocate for their best interests

As with buyers, exchange names and preferred contact information.