



Referral Partner Scripts

Invite NEW Realtors to Generate Leads:

Hi {Realtor Name},

My name is _____ with _____. I help realtors generate NO COST leads on their listings and am wondering if you are open to receiving more buyer leads at NO COST to you?

“NO” – Thank you, goodbye. (hang up!)

ANY other answer....

Rather than offer food or gift cards to Realtors I believe when I help you generate more clients then your loan officer and I will get more clients as well. We provide effective lead gen tools to you at no cost and then work together to serve and support those clients.

You can see a 5-minute video with a link to a free live demo would you like me to send you that? Great, what is your email address?

Other great questions to have available:

How many leads did your current insurance agent bring you last month?

Would you rather an insurance agent bring you donuts or leads?

Which is more valuable to you: gift cards or leads?

Do you like the idea of getting monthly leads at NO COST?

Do you believe that the best referral usually comes from a past client? Then you would get more referrals if your past clients can share your digital business card from their phones?

Does your loan officer send you leads every month? (Probably answer = No) ... I help loan officers to generate leads for their Realtors.

Does staying safer in your open houses and generating more buyer leads appeal to you?

Would you like more guaranteed legitimate leads from Facebook?

Help EXISTING Realtors Who Are Already in Your Account:

Hi {Realtor Name},

It's _____ with _____. Congratulations, I see you took a new listing recently at {street name}. I'm calling to see how to help you generate more buyer leads.

1. Do you have a yard sign in the front yard? "Yes" Then let's make sure you get a sign rider to capture drive by leads.
2. Do you have a Facebook page? "Yes" Then let's make sure that your LO and I help you generate Facebook leads on this listing.
3. Are you holding a live open house "Yes" Then let's make sure you have the Open House Safety App with you to increase your personal safety and capture walk through buyer leads.

When you generate more clients then your loan officer and I will generate more clients.

Everybody wins.

Leaving a Voicemail:

Hi {Realtor Name},

It's _____ with _____. Congratulations, I see you took a new listing recently at {street name}. I'm calling to see how to help you generate more buyer leads.

I'm ready to help you and your LO generate more leads on this property so please call me back and we'll go through some NO COST ways I will help you generate buyer leads. If you don't already have a sign rider that captures drive by leads, then call me today so we can get one of these into your hands at no cost.

My number is _____ and my email is _____. Let's talk today!