

Inbound Buyer Call - Script using LPMAMA

Buyer:

“Hello, I am calling about the home located at 456 Elm Avenue...”

Agent:

“Yes, that's a fantastic property! Let me quickly check if it's still available... just one moment please.”

1. **Pulling Information:** “I'm accessing that information now, this is **YOUR NAME with YOUR BROKERAGE**. May I ask who I have the pleasure of speaking with? Wonderful to meet you!”
2. **Contact Confirmation:** “In case we get disconnected, is this the best number to reach you?”
3. **Location Confirmation:** “The home you're interested in is **located** in _____. Is that an area you're interested in?”

At this point, provide brief details about the house:

“Great, 456 Elm Avenue is a spacious 4-bedroom, 3-bathroom home with 2500 square feet, listed at \$350,000. (Please respond to any questions, and then proceed to the next point.)”

4. **Price Expectation (Price):** “Does that **price** align with what you were anticipating for your new home? What's the maximum you're willing to consider?”
5. **Timeline Inquiry (Motivation):** “How **soon** are you looking to move into your new home? If this is an investment, when do you plan to make the purchase?”
6. **Financing Method (Mortgage):** “Are you planning to pay in cash or will you be seeking a **mortgage**?”
7. **Mortgage Specialist Check:** “Have you already consulted with a mortgage specialist regarding financing options tailored for you?”

If No: “That's perfectly fine! I can connect you with my trusted mortgage partner, who has a great track record of assisting our buyers. They can help discuss the best mortgage options with you. Would you like them to call you now? If not, when would be a good time for them to reach out?”

If Yes: “Awesome! Making sure your financing is squared away before starting your home search is crucial. Did the lender provide you with a pre-approval letter?”

8. **Agent Agreement Check (Agent):** “Since you reached out to me directly, are you currently working with another **agent** or do you have a buyer brokerage agreement signed?”
9. **Property Preferences:** “In addition to the home you called about, I'd love to explore other properties that fit your needs. Could you share what you're looking for, such as the number of bedrooms, square footage, and any specific features?”
10. **Most Important Features:** “From everything we've discussed, what would you say is the most important feature for you in a home?”
11. **Next Steps with Mortgage Partner:** “Thanks for sharing! I'll ensure my mortgage partner gets in touch with you to identify the best financing solutions. Will you be able to take their call?”
12. **Setting an Appointment (Appointment):** “Based on what you've shared, it sounds beneficial for us to **SET AN APPOINTMENT** at my office. We can dive deeper into the home buying process and find the ideal home at the right price. Plus, I'll share valuable tips that could save you money and help you navigate potential pitfalls. Do you prefer mornings or evenings for this meeting?”