



TELEPHONE – AD CALL / SIGN RESPONSES

1. “Where is the property located?”

The property is located in the general area of _____ and _____. Are you familiar with this area? Is this an area you would consider? What would be the best time to show you the property, now ___ or at _____?

2. “Give me the exact address.”

I’d be happy to give you the exact address Mrs. _____, however, one of the conditions of the contract with the seller is that we accompany each prospect to the property. I’m free now or would _____ be better?

3. “I’ll just meet you at the property”

That would be fine Mr. _____. Fortunately, our office is not too far from the home. To avoid the possibility of our missing one another, can you come in now or would _____ be better?

4. “How close are the schools?”

I’d be happy to show you the exact locations of the schools. How old are your children? We can measure the exact distance when we see the home. Are you free now or would _____ be better?

5. “How far is the shopping?”

I’d be happy to show you the shopping areas Mr. _____. Do you prefer to drive or walk to shopping? We can measure the exact distance when we see the home. Are you available now or would _____ be better?

6. “We would like to just drive by the property.”

It’s always a good idea to see the exterior of a home as well as the neighborhood. What time do you plan to drive by? Fine – I’m available at that time to answer any questions you might have. Should I pick you up at your home or do you want to meet me at my office?



7. “What are the taxes?”

I think you’ll find the taxes are proportionate to the price of the home. Can I show you the home now or would _____ be better?

8. “What is the loan on the property?”

The loan on the property is quite low (or high). What did you have in mind for a down payment? Fine, would now or _____ be the best time to show you the home?

9. “Will they sell the home FHA or VA?”

I’d be happy to submit a VA offer. What year were you in the service. (If FHA, I’d be happy to submit.) What would be the best time to show you the property?

10. “What down payment is necessary?”

The sellers are open to various types of financial offers. What down payment did you have in mind? Would now or _____ be the best time to show you the home?

11. “Why are they selling?”

I don’t have the file on my desk. I will try to have that information for you when we get together. What’s the best time to show you the home, now or _____?

12. “Are there any children in the area?”

I think it would be hard to find an area that did not have some children. How many children are there in your family? Should I pick you up at your home or meet you at the office?

13. “What is the price of the home?”

It’s in the \$_____ range. What price range had you been considering? Fine. I’m available now or would _____ be better?