

## Talking Points for the First Call



By being an Expert, you're already taking steps toward growing your business. But one of the most overlooked aspects is nailing the initial conversation with a potential buyer. It's the first impression you make and a chance to build rapport. Consider using these scripts containing important talking points for the first call — and you can be on your way to getting that first meeting, too.

### Introduce yourself, speak to your expertise, ask for an appointment

Hi [name]! This is [your name] with [brokerage]. How are you today? I'm excited to connect as I saw you requested information about 880 W 81st St. This is a great [property/building/neighborhood] and I've helped other buyers here recently. When would you like to go see it?

### Disclose your role

Great! I'll follow up with the seller's agent and confirm us for [day/time]. To be clear about my role, StreetEasy referred you to me because I'm an Expert buyer's agent and have experience completing deals in this [building/neighborhood/property type].

## Ask questions, gather information, build rapport

Tell me a little about your search. Where are you in the process? Is this your first time buying a home in NYC?

## Establish the buyer's motivation

Why are you looking to move? What attracted you to this listing? What are some of your must-haves in a home?

## Elicit other properties to see

Are there any other properties that you're interested in checking out?

Remember that the goals of the first call are to exude warmth, get to know the buyer and what they're looking for in a home, and schedule an in-person appointment.