

BUILDING RAPPORT

Techniques for establishing trust and connection quickly

Agent: Hello, may I speak with [Client's Name] please? This is [Your Name] calling from [Real Estate Company].

Client: Speaking. How can I help you?

Agent: Hi [Client's Name], it's wonderful to catch you at a good time. I've noticed your property listing and wanted to touch base with you. Before we dive in, how has your week been so far?

Client: Hi [Your Name]. My week's been alright, just a bit hectic with all the preparations for selling the house.

Agent: I totally understand. It's a big step, and it can be quite the undertaking. I'm calling not just as an agent, but as someone who really appreciates what your neighborhood has to offer. It's got such a friendly atmosphere. What's been your favorite part about living there?

Client: I'd say the community spirit. Neighbors really look out for each other here.

Agent: That's a rare find, and it's something that should be treasured. I've spent years working with properties in this area and it's the community bond that always stands out. As I help you with your property, I want to make sure we find someone who values this spirit as much as you do. On a personal note, what motivated your decision to move?

Client: We're actually looking for a larger space; our family is growing, so it's time for a change.

Agent: That's exciting, and congratulations are in order! A growing family is a beautiful reason for a new beginning. In terms of selling your current home, what's the most important outcome for you?

Client: Ideally, a hassle-free sale that gets us a good return to help with the move.

Agent: Absolutely, getting you the best possible outcome with the least worry is my priority. I'd love to set up a time to learn more about your needs and expectations, perhaps over a quick chat or a coffee. Your insights will be invaluable in crafting a personalized selling strategy. When might you be free for a conversation this coming week?

Client: I think I could squeeze in a meeting on Thursday afternoon.

Agent: Perfect, Thursday it is then. I'm looking forward to it, [Client's Name]. I'll make sure it's time well spent. In the meantime, if there's anything you think of or any questions that arise, don't hesitate to reach out.