UPSELLING AND CROSS-SELLING

Strategies to introduce higher-value properties or additional services

Agent: *Hi [Client's Name], it's [Your Name] from [Real Estate Company]. I hope you're well. I wanted to follow up on our conversation about the properties you viewed last week. Any thoughts?*

Client: *Hello [Your Name], yes, I've been thinking about the one on [Property Address]. It's nice, but I feel something's missing.*

Agent: *I appreciate your honesty. Based on what you've told me about needing a spacious kitchen and a home office, I think there's another property that might actually be a better fit. It's a bit higher in price, but the value is exceptional.*

Client: *I'm intrigued. What makes it a better fit?*

Agent: *This property not only meets your requirements but exceeds them with a fully modernized kitchen—complete with high-end appliances and ample space for culinary activities. Plus, it features a dedicated office space that's away from the main living areas, providing quiet and privacy for your work.*

Client: *That does sound appealing. What's the price difference?*

Agent: *It's about 15% higher than the initial budget we discussed. However, consider the long-term benefits of the upgraded features, which can save you future renovation costs and improve your quality of life.*

Client: *I see your point. Can we arrange a viewing?*

Agent: *Absolutely, I'll schedule it. Also, to enhance your move-in experience, we offer personalized interior design services. It could be a wonderful way to tailor the new space exactly to your tastes from day one.*

Client: *That sounds useful. I wasn't aware you provided such services.*

Agent: *We like to offer comprehensive solutions to make the transition as smooth and enjoyable as possible. I'll include information on these services when we meet. They're a great way to envision your future home tailored precisely to your lifestyle.*

Client: *Thank you, [Your Name]. I look forward to the viewing and learning more about the design services.*

Agent: *My pleasure, [Client's Name]. I'll send you the details and confirm the viewing time shortly.*