

Dialogues Every Real Estate Agent Needs to Know



Prepare

Create dialogues for multiple scenarios – from initial contact to showing homes.



Rehearse

Practice your dialogues in front of a friend/family member or by recording yourself.



Listen

Don't let your dialogues become monologues. Remember to ask questions and listen to your clients.



Refine

Tailor your dialogues to suit different personalities, from practical to sentimental.



Repeat

Paraphrase what the other person says to show that you're paying attention. This also helps clarify anything that you may have misunderstood.



Write

Take good notes to free up your mind from having to recall every important detail.

Knowing what to say and how to say it is essential for building relationships and gaining referrals. Use these dialogue tips to hone your communication skills and grow your business.



Use the **Mayor Campaign Dialogue** (on the next page) to Maximize Your Communication Skills

The Mayor Campaign is a powerful dialogue that allows you to determine who can be an advocate for your business. It's a simple yet effective way to connect, interact and qualify. We call it the Mayor Campaign since you're essentially figuring out who you can count on for their vote!

The Mayor Campaign

FOR PEOPLE YOU ALREADY KNOW

Oh, by the way...If you were buying or selling a home, or had a friend or family member who was, am I the person you'd refer them to?

No.

Let them know...It's great they have someone they trust to work with, and if that ever changes, you'll always be here to help.

Yes.

Let them know...You'll be keeping in touch and are happy to take excellent care of anyone they refer to you.

When meeting new people, you can also use the Mayor Campaign in a slightly different manner. It's inevitable that you'll be asked what you do for a living when first getting to know someone. This is a perfect opportunity to add new relationships to your database:

TO ADD PEOPLE TO YOUR DATABASE

Oh, by the way...If you were buying or selling a home, or had a friend or family member who was, do you have an agent you would refer them to?

Yes.

That's great, it's important that you have a qualified professional to work with.

No.

Well, I'd like to be that person...And from time to time I come across valuable real estate information that everyone finds helpful. Would you like to receive that?

Sure!

OK, great. Where's the best place to send it?



For those of you who are new to the area, make sure to notify your friends, family, colleagues and past clients that you're moving or have moved using the same technique outlined above, but ask them if they know anyone in your new area. You never know who might have a great contact waiting for you in the place you now call home.