

Zillow Script

Zillow Initial Call A.L.M Script/ Outline/ Blueprint

- 1) “Hi, is this ___?”
- 2) “Hi ___, this is ___ your local Zillow Preferred Agent. I see that you are calling in regarding _____. Is that correct?”
 - ** emphasize being local and having local knowledge
- 3) “Perfect! Are there any other properties that you would like to see at this time?”
 - **Do not pull up property up on initial call. Focus on person/people.
- 4) “What time would you like to see this property?”
- 5) “If that time is not available, is there another time that would work for you?”
- 6) “Okay, great. While I have you on the phone, what interested you about this property?”
 - ** ask a minimum of 2 questions depending on how the conversation is going
 - ** Ask a second question related to the first questions answer
 - ** if they are a talker, ask how long they have been looking
- 7) “Perfect! Zillow is going to send you an email that confirms that you spoke with me. It will have my picture on it. Once you confirm that, I will be able to move forward with scheduling the showings.”
- 8) “I would like to verify that your phone number is ___ and your email is ____.”

9) “As soon as we get off the phone, I am going to send you a text from my personal phone number so you can save it. Would you like me to send you a text or give you a phone call once the showing is confirmed?”

10) “Okay great, again my name is ____, your local Zillow Preferred agent. I look forward to getting the opportunity to earn your business!”

** Goal: Get the caller to repeat your name before end of call