



BoomTown U Scholar Series:
Agent Essentials

Special Guest:
Andrew Arevalo

Wednesday, August 7th

VIDEO

Service Provider = BombBomb.com

Tips for video email:

You want to be genuine and not make the video look too commercialized. That defeats the purpose of authenticity and connection. You want your clients to feel comfortable. This puts them into your life when you do a one off video. They enter your world. Look professional and speak clearly, especially if you are in your car.

Messages you should send:

- Thanks for meeting with me!
- Happy birthday!
- Happy home anniversary!
- Do you have friend or family I can help?
- Confirm appointment.

For more information and guidance on integrating BombBomb's services with BoomTown, please watch our Featured Client Webinar, [How to Incorporate Video Into Emails](#).

TEXT MESSAGING

Text your leads, too, because you will more than likely get them to respond when you reach out via multiple outlets. Depending on their age and tech savvy-ness, texting is quick and easy for them. Make it convenient to your clients – keep the text message short, sweet, and to the point. Don't send a thesis paper to them.

Examples:

Hey {Lead's Name}, it's {Your Name} with {Your BoomTown Website Domain}. I'm curious, are you still in the market to buy a home?

Hey {Lead's Name}, it's {Your Name} with {Your BoomTown Website Domain}. You're still in the market to buy a home, right?

Hey {Lead's Name}, it's {Your Name} with {Your BoomTown Website Domain}. You signed up for our site looking to buy a home, right?

OVERCOMING OBJECTIONS

Objections are simply a request for more information. Address the objection by repeating and approving. Always respond with GREAT, FANTASTIC, WONDERFUL, or GOOD JOB to start.

Common Objections:

Lead says “I am just browsing”

- “Fantastic! I can totally appreciate that and I’m curious what specifically made you want to browse?”
- “Great! That makes sense and I’m curious what specifically caused you to start looking for a home?”

Lead says “I’m already working with an agent”

- “Terrific! Working with an agent is a great idea especially in this market. Just to let you know I am a lender and I’m curious, are you paying cash or obtaining financing for your new home purchase? (IF YOU’RE A LENDER)
 - Financing:
 - “Great! Just out of curiosity, have you spoken to a lender professional...(PAUSE)...like me...(PAUSE)...about the importance of pre-approval in this market?”
- “Wonderful! I can totally appreciate you working with an agent. I was wondering, have you signed a contract with them?” *I think so?* “Great, see I don’t want you to end up with a weak agent at a weak moment. Let’s simply set an appointment so I can share with you why so many people...(PAUSE)...choose me...(PAUSE)...to help them find their home and save them money. You do want to save money, don’t you?” Yes. “Fantastic! Do weekdays or weekends work better for you? Mornings or afternoons?”

Lead says “I’m not looking to buy right now”

- “Great!
 - That’s a valid point and what I think you’re saying is you have a lease to fulfill, right?”
 - It sounds to me like you have a home to sell, right?”
 - What it sounds like you’re saying is _____, right?”

Lead says “I don’t have time to come to the office, can I meet you at the house?”

- “What I think you’re saying is you don’t have a lot of time, correct?” Yes. “That’s a valid concern. What if I told you sitting down with me for 20 minutes could save you six

hours. Would that be of interest to you? Terrific! Let's simply schedule an appointment..."

Lead says "I can't find a home in my price range that I like"

- "You're absolutely correct; and I'm curious, are you working with an agent...(PAUSE)...like me...(PAUSE)...to help you find a home? Fantastic! Let's simply schedule an appointment for you to come to the office so I can share how I am finding homes for clients like you before anyone else..."

Lead says "I thought I was talking with the listing agent"

- "Fortunately you are not talking to the listing agent. May I explain why? See as Buyer's Agent...(PAUSE)...like me...(PAUSE)...I can answer you in paragraph instead of sentence. What I mean is, if I know what the seller's motivating factors are, such as divorce or relocation, as a Buyer's Agent I can tell you everything I know – giving you leverage in negotiations. Now as a sub-agent to the seller or transaction broker I cannot tell you anything. Which would you prefer? Can you see the benefit of talking to a Buyer's Agent...(PAUSE)...like me...(PAUSE)...instead of the listing agent? Terrific! Are there any other homes you had questions about?"

Ask questions, questions, and more questions!

Take [Language of Sales & Creating Buyer Urgency](#)

*Offered by Keller Williams MAPS Coaching

*You don't have to be a Keller Williams agent to attend

ANDREW'S BOOMTOWN LEAD NURTURE/FOLLOW-UP PROCESS

LEAD – NO ANSWER

Bi-weekly e-Alerts Schedule (20 touches)

Days: 0, 3, 6, 9, 12, 15, 18, 21, 24, 27, 30, 33, 36, 39, 42, 45, 48, 51, 54, 57, 60

Calls (14 touches)

Bold = Don't leave a voicemail

Italic and underline = Send text

Days: 0, **1**, 4, 7, 10, 13, **17**, 23, 27, 32, **37**, 43, **50**, 61

Videos (10 touches)

Days: 2, 5, 11, 19, 25, 36, 40, 47, 55, 73

LEGIT LEAD – ANSWERED

Bi-weekly e-Alerts Schedule (20 touches)

Days: 0, 3, 6, 9, 12, 15, 18, 21, 24, 27, 30, 33, 36, 39, 42, 45, 48, 51, 54, 57, 60

Calls (12 touches)

Bold = Don't leave a voicemail, let it ring 2 or 3 times

Italic and underline = Send text

Days: 1, 4, **5**, 7, 13, **18**, 24, 31, **37**, 43, **54**, 60

Videos (9 touches)

Days: 3, 6, 12, 15, 22, 30, 34, 63, 77

WRONG NUMBER

Weekly e-Alerts Schedule (13 touches)

Days: 0, 7, 14, 21, 28, 35, 42, 49, 56, 63, 70, 77, 84

VIDEOS (9 touches)

Days: 3, 9, 16, 25, 32, 38, 60, 80, 93

HELPFUL BOOKS TO READ

Compound Effect – Darren Hardy

The Intention Experiment – Lynne McTaggart

The ONE Thing – Gary Keller with Jay Papasan