

**COACH SUPER MIKE ™**

*Taking Real Estate Agents to Pinnacle Levels™*

**Training Topic: VIP/CONCEIRGE Call Scripts™**

**Tier 1 Level of Service**

**Introduction to or Reminder about the NAME OF TEAM VIP/Concierge Program**

“Hi \_\_\_\_\_\_\_\_\_\_, this is \_\_\_\_\_\_\_\_\_\_, with Name/Team Name and Company Name. How are you today? Do you have a few minutes to talk? Great. You will recall that when we did our initial consultation and when we did our final walk through, I told you about our team’s complimentary “VIP/CONCEIRGE Program”. Do you recall? Great. I wanted to remind you about that. It’s very simple. Anytime you need something for your house: roofer, contractor, flooring, electric, etc., I want you to think of me as your real estate “PHONE BOOK”. I will put you in touch with great people who can assist you with anything you need. We don’t make a penny off of these folks….they just provide you great service and also reciprocate referrals back to us.

In addition to that, we provide:

- Complimentary notary services to you and your family

- Complimentary assistance in filing your tax assessment appeal to help try to reduce your property taxes. We help many families each year with this. It would typically cost you $500-1,000 if you hired someone to help with this.

-Anytime you see a home for sale and you would like to know the price or simply get an update on value for your home, we can help with that.

-Assistance with re-finances or HELOC’s (home equity line of credit)

-Maybe you want to buy an investment property- I am a Multi-Family Specialist and can assist you with that.

-We have quarterly events which you’ll be invited to.

Is there anything I can assist you with now? Thanks for keeping me in mind for your referrals. If I can ever assist anyone you know in buying or selling, please let me know.

**Example #1- Home Improvement**

“Hi \_\_\_\_\_\_\_\_\_\_, this is \_\_\_\_\_\_\_\_\_\_, with Name/Team Name and Company Name. How are you today? Well just wanted to touch base with you, see how things were going and see if there is anything I can do for you. You’ll remember that we have our team’s VIP/CONCEIRGE Program”. As part of that program, I wanted to keep you in the loop that many of my clients have been calling with questions about home improvements. For example, they need help finding a great (contractor, etc.) or they want to know how a new kitchen will improve the value of their home.

“Are there any other home improvement questions that you may have for me at this time? Great, just keep in mind if anything pops up, feel free to contact me.”

“Who do you know that I can help right now, with some of these questions or either looking to buy or sell a home?”

**Example #2: ( I am always looking at the sold homes in your neighborhood)**

I just wanted to give you a quick call today. You’ll remember that we have our team’s VIP/CONCEIRGE Program”. As part of that program, I often like to keep an eye on the local market for you. I was taking a quick look through the sales records today and realized that there were 1 or 2 properties that have sold in your neighborhood over the past month. I wanted to let you know because the homes are selling for more than you paid for your home and a lot of my clients like to know what their equity position is or how much equity that they have in their home. I figured I’d keep you in the loop. Is there anything I can assist you with? OK. Thanks for your time and remember, your referrals are greatly appreciated! If you know anyone looking to buy or sell, please call me with their name and number and I’ll take great care of them!

**Example #3- Community event**

You’ll remember that we have our VIP/CONCEIRGE Program”. As part of that program, I’d like to let you know about some of the things going on in the area that I thought may be helpful. I know that the kids are just about entering school/already in school and there is a school board meeting on Tuesday, July 12th to discuss (the budget, the new building, test scores) OR there is also ABC going on this week in the community, just wanted to give you a quick heads up on that and see if there is anything that you do need help with! Ok, just remember, I am always here to assist you or anyone you know. Stay in touch!

**Example #4- Vendor Script**

“Hi \_\_\_\_\_\_\_\_\_\_, this is \_\_\_\_\_\_\_\_\_\_, with Name/Team Name and Company Name. How are you today? Do you have a few minutes to talk?

As you know, I am a full time-full service real estate professional. Our team has a “VIP/CONCEIRGE Program” that was created many years ago. Anytime our clients need anything for your house: roofer, contractor, flooring, electric, etc., they think of us as their real estate “PHONE BOOK”. We put them in touch with great people who can assist them with anything they need.

I’d love to add you to our “preferred vendor list” so that we can help to increase your business. Would you like me to do that? Great! We required two things:

1. Whenever a client from our team calls you, please put them at the top of your list and provide them with exceptional service.

2. Reciprocate the referrals. Whenever you know anyone looking to buy or sell real estate, please contact me with their name and number and I will take excellent care of them.

Does that sound good? Great! I will mail you out some of my cards. When you get them, please send me some of yours also. I look forward to working with you! Do you know anyone looking to buy or sell a property now or in the near future?

**List Other Potential Reasons To Call:**

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