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EXACTLY WHAT TO SAY

FOR REAL ESTATE AGENTS

Now that you understand how to ask better questions and have better conversations that will lead to better outcomes, you might be wondering if and how these same Magic Words that influence people when selling can also be applied to your marketing.

They can! And we already did the heavy lifting for you by turning them into copy and paste templates below.*

**Please note: there are several places in the templates where customization is necessary. We have put them in capital letters. Where there are two choices and you need to select one, there is a “/” in between them.*

Magic Word: “I’m Not Sure If It’s For You, But”

Use the email template below to send your past clients or sphere of influence. We’ve combined the Magic Words with a listing to get either a reply immediately with an interested buyer or a referral from one of your past clients.

Use Case: email using a coming soon or just listed property

Audience: past clients & sphere of influence

Subject Line: I’m not sure if it’s for you, but...

Body: Hey FIRST NAME,

I have a listing COMING TO THE MARKET VERY SOON / THAT JUST HIT THE MARKET and I’m not sure if it’s for you, but maybe someone you know is looking for a home that has X, Y, and Z AMENITIES.

If so, let me know and I’ll reply with the pictures, price, and exact location. If not, hope you’re well and let’s catch up soon.

Best,

YOUR NAME

Magic Word: “Who Do You Know?”

Create a direct mail, social media, or online ad campaign to get seller leads using the template below. If you don't have buyers ready to make an offer, don't use this template.

Use Case: direct mail, social media, or an online ad campaign

Audience: potential buyers and sellers

We have buyers who are serious and ready to buy in AREA. They're qualified and have been looking, but haven't found a home they're ready to make an offer on.

They are looking for a home with one or more of the following features:

- FEATURE ONE
- FEATURE TWO
- FEATURE THREE

Who do you know that owns a home that fits this description?

We'd love to chat with them.

Magic Word: “Open-Minded”

Use the email templates below to turn “open-minded” messages into a “yes”, no matter the ask.

Use Case: email or text

Audience: buyers who are taking a long time to make a decision on a home

Subject Line: Quick question

Body:

Hi FIRST NAME,

Would you be open-minded to me making some small changes to your home search criteria if it meant that you could find the perfect home faster?

Best,

YOUR NAME

Use Case: email or text

Audience: sellers who are hesitant to lowering their asking price

Subject Line: Quick question

Body:

Hi FIRST NAME,

Would you be open-minded to lowering your asking price if it would create some immediate interest?

Best,

YOUR NAME

Use Case: email or text

Audience: past clients & sphere

Subject Line: Quick question

Body:

Hi FIRST NAME,

Would you be open-minded to LEAVING AN ONLINE REVIEW/SHOOTING A QUICK VIDEO to share your experience working with me?

I know it would help a lot of people just like you.

Best,

YOUR NAME

Magic Word: “Opening-Fact-Question”

Use the phone scripts below anytime you’re hitting the phones looking to generate business, or even ask for an online review.

Use Case: phone call

Audience: expired

Hey FIRST NAME,

It's YOUR NAME calling from YOUR COMPANY.

I know you tried to sell your home recently.

Help me understand why you think your home didn't sell the first time you listed it?

Use Case: phone call

Audience: buyer leads who are interested in one of your listings

Hey FIRST NAME,

It's YOUR NAME calling from YOUR COMPANY.

You registered on my website about a listing recently.

What is the number one zip code you're looking to find your next home in?

Use Case: phone call

Audience: seller leads

Hey FIRST NAME,

It's YOUR NAME calling from YOUR COMPANY.

There are homes that have sold recently near yours. So, I've prepared a new home value report for you.

When would be a good time for you to review it?

Use Case: phone call

Audience: FSBOs and expired listings

Hey FIRST NAME,

It's YOUR NAME calling from YOUR COMPANY.

I know you're trying to sell your home right now.

If I can prove to you that I will generate serious buyers for your home, would you be open-minded to listing with me down the road?

Use Case: phone call

Audience: past clients after the sale

Hey FIRST NAME,

Hope you're well!

I really enjoyed working together.

Would you be open-minded to leaving me an online review to share your experience working with me?

Magic Word: “What Is Your Experience?”

Reach out to your leads and start a conversation by asking them about their own experiences instead of your own using the text message and email templates below.

Use Case: email or text message

Audience: seller leads

Subject Line: Out of curiosity...

Body:

What is your experience with selling a home?

Use Case: email or text message

Audience: buyer leads

Subject Line: Out of curiosity...

Body:

What is your experience with buying a new home?

Magic Word: “How Important Is It?”

Use your experience with buyers and sellers as well as these Magic Words through email, phone call, or text message to respond to the most frequently asked questions.

Use Case: email, text message, or phone call

Audience: expired

How important is it that the next time you list your property, it actually sells for a price you're happy with?

Use Case: email, text message, or phone call

Audience: sellers

How important is it that you sell your home quickly?

How important is it that you achieve that price?

Use Case: email, text message, or phone call

Audience: past clients & sphere

How important is it to you to be aware of all the homes that are selling near you?

Use Case: email, text message, or phone call

Audience: buyers

How important is it that you have the extra bedroom?

How important is it that we secure this specific property?

How important is it that you are moved before the Holidays?

Magic Word: “What Do You Understand”

When Zillow comes up, use these resources to show and not just tell your seller leads how the Zestimate really works and why getting a CMA from you is critical if they are serious about selling soon. [LA Times](#), [NY Post](#), and [Geekwire](#) all have articles you can use to do this, along with the email template below.

Use Case: email

Audience: seller leads

Subject Line: Tell me what you know about your ZESTIMATE/HOME'S VALUE

Body:

Did you know that most homeowners in the United States rely on Zillow Zestimates as their one and only source for home valuations?

Sadly, this is not a good place to obtain an estimate of your home's value. As a matter of fact, [Zillow's very own CEO sold his home for 40% less than the Zillow "Zestimate"](#). Ouch!

They actually have a disclaimer on their website where you can see exactly how inaccurate they are. They just make it hard to find.

Automated values are a good starting point, but a more in-depth analysis by an experienced human is needed if you really want to know your home's potential on the market.

Reply to this email right now with your home's address (or the address of a home you want to buy) and I'll be happy to send you a "Zactimate."

Magic Word: "How Would You Feel If?"

Use the questions below during a listing appointment or when meeting with a buyer for the first time to start with emotion, not logic. We've also categorized them based on loss and gain. Keep in mind: more people are motivated by loss than by gain, which is why we included more.

Audience: Buyers

Category: Loss

How would you feel if 6 months from now you were still looking for a new home?

How would you feel if someone else beats you to your dream home?

How would you feel if once we do find your dream home, someone else put in a bid that won?

Audience: Buyers

Category: Gain

How would you feel if we found your dream home this weekend?

Audience: Sellers

Category: Loss

How would you feel if the repairs you want to make don't result in any additional profit?

How would you feel if you lost your buyer?

How would you feel if 6 months from now your home was still on the market?

Audience: Sellers

Category: Gain

How would you feel if we created a bidding war?

Magic Word: "Just Imagine"

Use these magic words to create compelling copy for your listing promotions and attract buyers who are serious about the move.

Just imagine how life will be once you are moved into your new place.

Just imagine losing out on this property to a higher bidder.

Just imagine pulling into this driveway every single day after work

Just imagine calling this gorgeous home yours.

Just imagine what it's going to feel like moving into a bigger place.

Just imagine what it's going to feel like to host gatherings in this kitchen.

Just imagine what it's going to feel like when your home becomes your smartest financial investment.

Just imagine how nice it's going to be to have a pool in the backyard.

Audience: Renters

Just imagine how it's going to feel when you stop paying someone else's mortgage and you start paying your own.

Audience: Sellers

Just imagine your home still being on the market in 6 months time.

Just imagine what it's going to be like to have an agent who treats you like their only client.

Magic Word: "How Certain Are You"

Use these words during critical moments of a sales pitch when the most common and difficult objections come up.

Objection: I want to talk to the listing agent

How certain are you that the listing agent will have your best interest in mind?

Objection: working with a competitor

How certain are you that they have the experience to get the best outcome for you?

Objection: seller wants to deny offer

How certain are you that this is not the best offer you will receive in this market?

Objection: seller doesn't want to stage or make necessary renovations

How certain are you that the effort in STAGING/RENOVATIONS won't be worth it?

Objection: other agent is offering a discount or lower commission

How certain are you that a lower cost option will leave you with more money in your pocket overall?

Objection: FSBO

How certain are you that you will get the quantity of interest on this without progressive online marketing?