



# Success Scripts in Today's Market

Know exactly what to say to increase your conversion rate with clients and referral partners.

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Audio 1

## Calling Your Client Database

Okay, team. I want to talk with you about nurturing your annuity income, which is your past client database. Database management is relationship management. And it's critically important that you have a plan to stay in touch with your past client database. As I said in Vegas, "Set it and forget it is not what I'm talking about." Yes, Homebot is an incredibly valuable tool, but if you're just relying on something that just drips on people and doesn't have and maintain and further evolve the personal connection, then you're really missing the entire point of database management. There are people in your past client database that will have a need this year. The question is,

*Will you know that they have the need, and maybe more importantly, will they think of you as the person who can fulfill that need?*

I want you to discipline yourself to call your past client database on an annualized basis because this is what's going to help you uncover if they have needs for other financial services, where you can make outbound referrals to accountants, financial planners, life insurance agents, etc, and the more business you refer out, the more you will get in return. So, make sure that you are practicing the annual financial review strategy. Additionally, I want you to call everybody in your past client database. If you haven't started doing that, I want you to do it now. I want you to discipline yourself to call two to three people a day, five days a week, over the next six months or however long it takes to get through everybody and be strategic about it.

Okay? So run a report. Call the people with higher interest rates first and those with lower interest rates second so that you're prioritizing. But do not, do not, hear me clearly, do not fail to call the people that are at  $2\frac{7}{8}$  or  $3\frac{1}{8}$  or  $3\frac{1}{4}$ . And I'll get into why in a second. So, the first philosophical thing that I want to

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revisit and hammer home is that most originators do not call their past client database to say hello because they do not know what to say. And the reason that they don't know what to say is because they have the wrong intention behind the phone call. If your intention behind the phone call is to get a deal, you're absolutely right. In many people's cases, there isn't anything to say. But that's not the intention. And I want you to take that pressure off of yourself.

*The intention is to connect. The intention is to be top-of-mind consciousness. The intention is to show that you care.*

So when they do have a need, you are the person they will think of. Now, here's what happens. You don't call people; rates stay high. Two or three years go by, and now, suddenly, there is no relationship anymore. And again, if you just think that the Homebot or the newsletter will keep that connection, you're wrong. It's an addition, but the primary objective is to be personalized, reach out to them, and show them that you care, so there is loyalty that is being built and so you can be in service to them. So what if there was no intention other than to say hello, see how they're doing, and show that you care?

That's easy. And that's what I really want you to do. And if the conversation ends right there with just you letting them know you were thinking about them and wondering how they and their family are doing, you've won. It's a successful phone call. And here's why. Because when rates do drop, the phone call you make to them with an offer will not be the first phone call you've made to them. Think about this for a minute. If you call them to say hello and see how they're doing, their guard comes down, you're not selling them anything, and they start to view you as an ally and a friend. And when interest rates drop, they're very open to the conversation with you. But if you don't call them for two or three years and then all of a sudden you're competing against their servicer, you're no different than their servicer who's also calling them, or some other mortgage broker that's calling them that's run a report on who has interest rates at certain levels.

You've left yourself prone to competition because you did not nurture the relationship. Here's the real money script and, ultimately, where you want to go. And I'm going to go ahead and lay it out in a role-play-type format, and then I'll make some comments at the end to make sure you understand the

importance of it. So it goes something like this.

### **Tactic #1** Establishing the Strike Rate

**You:** "Hey Bill, it's Tim Braheem with First Rate Financial. How are you? I just want to give you a call and see how you and Mary and the kids have been doing."

**Client:** "We've been doing great. Thanks a lot." "What's up?"

**You:** "I've been getting some phone calls lately from some clients and they have indicated to me that there might be some needs that they have in their life that I can help them with. So I've decided to start calling people to just make sure that they understood what I might be able to do to help."

"So I've noticed that there are some people that would want to consolidate existing debt that they have, credit card debt. I mean, God knows credit cards have an extremely high-interest rate right now. Some people want to wipe out their auto loans to improve their cash flow. Some people want to add on an ADU, or others even are just inquiring about what it would look like for them to move up or move to a different neighborhood because they've been in their home for a long enough period of time, and it doesn't serve them anymore. So rather than assume that I know your circumstances, I just wanted to actually ask you a question."

"First of all, rate for me on a scale of one to 10, 10 being the best and one being awful, and hopefully, it's nothing close to a one. On a scale of one to 10, how would you rate your existing happiness with your home?"

**Client:** "Well, Tim, I don't know. It's a seven."

**You:** "A seven. That's interesting. Why not a 10? What would a 10 look like, Bill?"

**Client:** "I mean, ultimately, my kids are getting a little bit older. I wish that we had a swimming pool in the backyard for them. Seems like the summers are getting hotter and hotter these days."

Or maybe Bill shares with me that he wishes that he had an extra room so he could have a home office because his commute to work is starting to become longer and longer with traffic, or they wish they were in a different

*[continued...]*

school district, or they wish they had an ADU in their backyard so his elderly mother could move in with him. I mean, there's a myriad of different reasons that someone would not give their existing home a 10.

And keep something in mind, Team, anybody that's been in their home for at least five years, it probably seems like seven or eight because, during COVID, they were locked in their home for a couple of years and didn't go anywhere.

So it even seems longer. And there are people who are not moving and not listening because they think it doesn't make good financial sense. Now, here's what you want to do. You want to repeat back to Bill what you heard him say.

**You:** *"Okay, Bill, so what I'm hearing you say is that in your ideal circumstance, you'd be in this school district, and you'd have a swimming pool in your backyard for your kids. Is that right?"*

**Client:** *"Yeah, that's exactly right."*

**You:** *"And if so, what kind of impact would that make on your life?" I mean, what would be the results of that?"*

**Client:** *"Well, it'd make my wife a lot happier, and I just would love to see my kids playing in the backyard in their swimming pool and all those types of things."*

**You:** *"So Bill, let me ask you something. How much would that be worth it to you financially? Is there a number that you could afford that would be something beyond that of what you're paying right now?"*

**Client:** *"Well, I don't know. I mean, maybe if we're no less than \$1,000 bucks a month more to be in that school district so we could take the kids out of a private school and put them into that really A-rated public school and also have that swimming pool, I think that that could work."*

**You:** *"So, have you given consideration to listing your home and looking for something that fits those criteria?"*

**Client:** *"Well, no. I mean, I know interest rates are extremely high right now, Tim."*



*[continued...]*

*I mean, I know they're like 6 1/2% or something like that and we're at 3 1/8th. I mean, I just can't justify it."*

**You:** *"I kind of figured that you'd say that. And one of the things, Bill, that I think is really interesting is that a lot of people make assumptions about what the delta is between their current payment and what a future payment would look like based upon looking at mortgage calculators, online, et cetera."*

*"And sometimes the delta is not as extreme as one thinks because the higher interest rate would yield a higher degree of tax write-off. So, we have to look at the post-tax ramifications of that payment. What I'd like to do is I'd like to run some numbers of a few different loan scenarios for you. Taking a look at different values of new purchase prices and what you currently have in the way of equity in your home, and what you'd be able to put down, and look at the after-tax benefits of that."*

*"Because what I really heard you say, Bill, is that having that pool in the backyard and being in that school district would really make life a lot better for you. So I'll run these numbers for you and what we want to ultimately do, Bill, is we want to develop a strike rate. And a strike rate is the rate that it would take for it to make sense for you to move forward."*

*"So the rate may not be there right now, Bill. I mean, 6 1/2 may not get us to where we want. It could be that once we run these numbers and I put the spreadsheet together for you and send it to you, it could be that the difference after-tax is \$1,500 a month right now to get you what you want, and we're 500 bucks a month away. But what I want to do is see what does the rate need to be at. Maybe it's 5 1/2; maybe it's 5 5/8 in order for us to have the exact scenario that you're looking for. Would you like me to do that for you?"*

Now, Bill's going to typically say, "Yes," I find in these types of circumstances, and now what we're doing is we're establishing, Team a rate that we need to target and watch for Bill, and then you're going to make that commitment to him.

So after you review the numbers, you're going to say,

*[continued...]*

**You:** "Bill, it looks like what we need to be at is  $5\frac{5}{8}$ . I'm going to proactively watch for that rate for you and keep you posted. And when we get close to that rate, then what I'm going to want to do is start to have a conversation with you about talking to a real estate agent who can show you some property in some other neighborhoods that fit that school district, and kind of starting to look at what options we have available. So once that rate is available, boom, we can move forward. We can get you pre-approved. You can list your home for sale and buy the new house and get exactly what it is that you are looking for."

Team, the same strategy works the exact same strategy that a strike rate works when it comes to the consolidation of someone's debt. So if the person is in a situation where they're happy with their home, and they have no intentions to move, you can inquire about whether or not they have any existing debt that they've incurred since the last time you did their loan for them. They may tell you that they bought a car, they may tell you they have \$25,000 in credit card debt, and you run the numbers on that and establish a strike rate for the consolidation of that debt.

## **Tactic #2 Debt Consolidation Refi**

"Bill, it looks like if we can get an interest rate of  $5\frac{3}{4}\%$ . It would make great sense for us to wipe out the \$25,000 in credit card debt that you currently have at 30% interest rate and that car loan." Yes, I realize that we would be from  $3\frac{1}{8}\%$  up to  $5\frac{3}{4}\%$ , but this is a cash flow play."

"At the end of the day, the interest rate is pretty irrelevant compared to what's the amount of money that you have to write a check for on a monthly basis to pay all of your expenditures, and I want to be able to free up cash flow. And if we can get five and three-quarters percent, Bill, I can get you a no points loan that'll cost you about \$4,000 in closing costs, and we would be saving you just a little bit over \$300 a month. So we're going to get that money back in one year. And most importantly, you're going to have a significant improvement in your cash flow savings right away. So I will watch this for you on a proactive basis and make you aware of opportunities as soon as they become available."

Boom, you now have a strike rate of  $5\frac{3}{4}$  on this particular scenario.



[continued...]

So, Team, let me embellish on some things here. First of all, notice that I got Bill in the first role-play scenario to talk to me about the emotional components of his home, what's important to his family, what his life would look like if he had that pool if they were in that school district, and I reflected those feelings back to him to emotionally attach him to a new home. I then established an interest rate that it would take for it to make good financial sense for Bill and his family to move forward with listing their home and moving into the home that they really want and need in their life.

Finally, I started to prep Bill for me, making a referral to a real estate agent to list his home and a real estate agent to show him property. Now, if you've got this relationship from a realtor, of course, you'd want to give it back to the same realtor, and you could pick up the phone and call the real estate agent who referred Bill to you and have a conversation with him or her and say ...

### **Tactic #3 Referral Partner Update**

*"Hey, I have some great news. I've been talking to our mutual client, Bill and I'm watching rates for him. And if it gets to 5 3/4, it looks like you'll get a listing. You may want to lob a phone call. Don't mention my name because I wouldn't want them to think that I'm having a three-way conversation, but you may want to send him a personal handwritten note or something to stay in touch with them as well."*

And now you're getting credit with your real estate agent for helping them for future business. In the second scenario, I've established a strike rate with the current homeowner as to what it would take for it to make sense for them to consolidate the debt that they have. Now, here's the key thing. I'm going to put that into my CRM, that strike rate. And if you're making these phone calls, as I've shared with you, you should. You're going to start to build a war chest of past clients that you have different strike rates for. So when rates start to come down, and you wake up one morning and mortgage-backed securities are rallying, and you check Optimal Blue, and you see interest rates are at 6 1/4%, and you have five people at 5 7/8, and have another 11 people at 5 3/4, it's go time.

Now understand something, I'm not going to pick up the phone and call Bill and

*[continued...]*

tell him, "Hey, guess what? That interest rate that we had established was your strike rate is available. Would you like me to run some numbers for you?" No. I'm going to pick up the phone, and I'm going to say ...

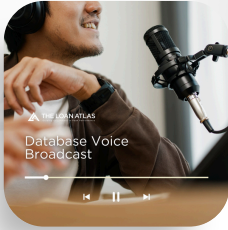
#### **Tactic #4 Rates Hit the Strike Rate**

*"Hey Bill, I've got great news for you. Remember when we talked seven months ago about that strike rate of 5 7/8? I got you that rate. I'm really happy for you. We're going to save you the \$300 a month. I locked you in. My team already got your loan approved. There are just some documents that we need to get from you to update your file. Really happy to be able to do this for you."*

I'm going to make it easy on Bill. He's not going to have to start all over like he would if he used a different lender. And I'm not going to get engaged in a back-and-forth conversation with Bill having to sell him on doing something because I sold him on doing it seven months ago, and we agreed that once that rate becomes available, it's going to make sense for us to move forward.

This allows you to staff up your team as rates start to come down because you can run a report and see, all right, another quarter percent drop, it's go time. I've got 11 deals at 5 3/4. I got another six at 5 1/2. You can start to anticipate the demand in advance. And like I said, you're not going to get caught up in this back-and-forth game. I mean, you've all been there before. Rates drop, and you're scrambling, and you're not 100% sure who to call, and whoever it is that you do call, you're leaving them a message, and they're calling you back, and you're trading phone messages, and you're having to sell them, and then they want to run it by their CPA or their spouse. And before you know it, a month has gone by before you're actually facilitating these loans.

*I want to put you in a position to where when it happens, you are ready to take advantage of it and to turn that pipeline over quickly. All right, Team, go get it.*



Audio 2

## Database Voice Broadcast

Okay, team. So, as I talked about in my presentation, a part of your database nurturing campaign, staying in touch with your past clients, needs to involve various mediums, right? So I used to send out a newsletter, as I mentioned, on a quarterly basis that had a personal tone to it, two personal handwritten note cards a day, 10 a week, 520 a year. I mentioned that. Yes, you should use something like Homebot to drip timely market information on them, on the value of their property. I think that's an incredibly valuable tool. But there's a medium that very few use that is so incredibly powerful, and I brought this medium to the mortgage industry back in 1995 at a Todd Duncan seminar. So I go way back literally 30 years with the utilization of this, which is voice broadcasting technology. Now, I want to speak to the pros and cons of voice broadcasting technology for a minute before I give you the scripts.

*The ability to leave one non-salutated generic message and send it out to everybody in your past client database in the course of a couple of hours, at very little cost - with your energy, your excitement, your tonality, and your voice inflection, is incredibly powerful.*

Now, the downside, of course, is that generic, non-salutated part of the message. So I never had a problem with it because if you start off with some enthusiasm, they don't even realize that you didn't use their first name. But the message needs to be generic. You can't reference, as an example, "I hope you and your kids are doing well," because if somebody is getting this message and they don't have kids, then of course they're going to be like, "Well, this clearly wasn't for me." Now, I like to send these voice broadcasts out at random times of the year, but somewhat strategic.

So I used to always say, everybody sends out a holiday card, and it costs them, I don't know, over a couple of bucks with postage and everything. To me, that's not as effective as sending out a voice broadcast, which is at a fraction of the cost and has a greater impact. So the times of the year that I used to send out my voice broadcasts were after the first of the year, around the 4th of July

[continued...]

weekend and then at Thanksgiving. You could also do it during Valentine's Day or Labor Day weekend. Whatever you choose, mix it up and explore this tool. There are a lot of different companies out there, like Slydial and others, that you can use for this purpose. Okay, so let me give you some sample scripts.



#### **Voice broadcast message for New Year's**

*"Hey, it's Tim Braheem with First Rate Financial, and I just wanted to call and wish you guys a Happy New Year. I hope the holidays were good to you. I hope that you had the opportunity to be with family and to slow things down a little bit, and to get off the grid, and just be connected. And I really hope that this next year is an amazing year for you. And just wanted to let you know that I'm thinking about you. And if there's anything you need, I'm always here to help out in any way I can."*



#### **Voice broadcast message for the 4th of July**

*"Hey, it's Tim Braheem with First Rate Financial, and I just wanted to wish you a happy 4th of July weekend. Hopefully, summer is in full swing for you, and you're doing something fun. If you're shooting off fireworks, be safe. Don't catch your house on fire. But if you do, you can call me for a home improvement loan. Obviously, just kidding. Anyways, I hope that you're doing some vacationing this summer and that you're enjoying the beautiful weather. And if there's anything you need, let me know. Take care."*



#### **Voice broadcast message for Thanksgiving**

*"Hi there. It's Tim Braheem with First Rate Financial, and I wanted to wish you a happy Thanksgiving. I hope that this holiday brings a lot of gratitude to your life and it's a time of reflection of what's important to you and the people that are important to you in your life. I love this holiday because it really kind of slows me down and has me reflective of all that I'm grateful for, and I hope that you have that same experience as well. And I'm grateful to have you as my client. So if there's anything you ever need from me, know that I'm always here to serve you. And Happy Holidays."*

Team, if you record three messages like that over the course of the year and send them to your past clients, it will keep you incredibly connected with them, and they will think of you when they have a need.



### Audio 3

## Interviewing The Referral Partner

Okay team, so I didn't go into the level of depth that I would've liked to have gone into as it relates to developing relationships with referral partners. It is a broad subject. Within the Loan Atlas itself, I think I have over three hours of content on the subject matter because it's so deep, and rich, and important.

So, I want to set a little bit of that up for you here. In the Loan Atlas, we've provided you with a list of interview questions that you might want to ask on your first appointment with a potential referral partner. Now, notice the term interview questions. Okay, so I want you to stop thinking from the perspective of pursuing a prospective referral partner. And I want you to start thinking of this from the perspective of I'm interviewing them for the opportunity to work with me. It was at that time that I made that transition in mindset and stopped looking at it like I needed to chase, and convince, and sell, and close, and instead, I'm evaluating, assessing, and determining if this is a mutually good fit, that everything changed for me.

And it starts with asking questions. So, in that first appointment, and believe me, over the years now of being a coach for a very long time and a coach to some of the greatest loan originators in the country, I've seen this common denominator between me and them show up too many times. Where the loan originators that have a ton of agents are the ones that took the same approach that I did when I was an originator, which is, in the first appointment, they refuse to talk about themselves.

Hear me clearly on this. And again, within the Loan Atlas, there's a ton of training on this. So, if you're a Loan Atlas member, just make sure you go watch all these videos. But this first appointment is not about you needing to convince them of anything. It's not about you talking about yourself. It's about you lowering their guard. I want you to

*Think of any prospective referral partner as a very attractive man or woman who is constantly being hit on by people who have an attraction to them.*

[continued...]

When you're constantly being hit on, which is the case of a top-producing real estate agent, as an example, you're going to have your guard go up. You're going to develop all of your scripting to govern and protect your time, and rightfully so. You're going to have all the excuses as to why you have to hand out three business cards, or you don't have time to get together and chat, or you already have a lender that you're loyal to or all of these types of things. You have to have those excuses built in.

And they're used to being the recipient of the full-court press. "My customer service systems are fantastic. I have a broad variety of products." They've heard it all. Enough, enough with that. And don't ask them about who their current lender is either, because you know what? I don't care. I took that approach of, I don't really care who they're working with. Whoever they're working with is not as good as me, so I'm not going to even fixate the conversation on that subject matter of who they're working with.

I would simply ask for 20 to 25 minutes, 30 minutes max. I'd go in with a yellow legal pad or a journal, and I would just get to know them and ask them how long they've been in the business. You've got the whole list of questions in the Loan Atlas so I'm not going to go through all of them. I'd pick three or four questions and I'd engage in conversation with them, and I'd get to know them. And I'd take down some notes from time to time, and I'd let them talk, and I'd ask follow-up questions.

And before you know it, we're not talking about real estate anymore. We're talking about their grandkids. We're talking about where they went on vacation last summer. We're talking about how they love to play pickleball, or they're a USC football fan, or whatever the case may be.

And you can energetically feel their guard start to come down. This is a very different dialogue than they expected.

*They expected you to sell your services to them, and instead, you're actually listening to them. You're connecting with them; you're seeing them.*



[continued...]

And guess what? We all love to talk about ourselves, and we all love to be seen. That's your objective, and your goal here, is to see them and to hear them. And what would happen was, 20, 25 minutes into the conversation, I'd take a look at my watch, and I'd say.

### **Tactic #1** Respecting People's Time

*"Gosh, you know what? I can't believe how fast this time went by. I asked you for 30 minutes, and I don't want to run over. I'm sure your time is valuable. I just want you to know that I'm just really enjoyed getting to know you. You're a very interesting person and somebody who I've always wanted to meet because I've heard of you. Your reputation precedes you in terms of your success in real estate. But on a deeper level, I just wanted to get to know who you are."*

And there were times where they'd say, *"I actually don't have a hard stop right now. We can keep talking."* Also, there were times where they would say, I remember this woman Cathy McLean said, *"Well, I'm very loyal."* And I said, *"What do you mean?"* And she said, *"Well, I currently have a lender that I work with, that I've been working with for seven years, and I'm very loyal to him."*

### **Tactic #2** Explaining Intent

*"Oh, wow, Cathy, I'm so sorry. I hope I didn't make you feel uncomfortable or create the impression that this was about me pursuing you for business. That's actually not what my intention was of coming here. I kind of feel like I've been doing this long enough to know that any real relationship takes time to build, and I'd only be looking for a long-term, mutually beneficial business relationship if we were to have one. And I wouldn't ever be so presumptuous to think that we could sit for 30 minutes, and all of a sudden, you put all your faith and trust in me. I would have to imagine we would've to get to know each other an awful lot better before you'd be ready to do that. So I hope that I didn't give you that impression."*

*"Oh, no, no, no, no. I just thought I'd bring it up because that's usually what people that do what you do for a living do." And I just say,*

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### **Tactic #3** Getting the 2nd Meeting

*"Yeah, I know. It's really unfortunate, right? But I'll tell you this, Cathy. I really, really think you're a nice person. I'd love to get together with you again. Maybe we could go grab some lunch, or have a cup of coffee, or meet in my office and talk a little bit about your business more."*

And it would always work. It worked all the time, every time—not some of the time, all of the time. because ...

*When you don't bring up their lender when you don't try to close them; you actually display one of the most attractive qualities that you could ever display, which is confidence in yourself.*

So use the interview questions provided in the Loan Atlas, adopt this philosophy, and good luck to you.



#### Audio 4

## Teaching Agents How to Refer You

Okay, team, I want to talk to you now about the critical importance of teaching your referral partners how to refer you, which is always a conversation that most originators have a difficult time broaching with their referral sources. Now, when I say referral sources, I'm talking about realtors, CPAs, financial planners, insurance agents, divorce attorneys; it doesn't matter. All of them need to know how to refer you the way you want to be referred. Now, why is this important? Well, it's important because the way that they introduce you will have a dramatic impact on your conversion ratio from lead to client to, ultimately, your paycheck. Have you ever asked yourself the question, why is it that one real estate agent seems to have leads that are much better, stronger, and more convertible than another? Now, the thing is that it could be in part because of the source of the lead, right?

So if you have a real estate agent who's seasoned and has great influence and is a terrific networker and has great referral sources themselves, maybe the clients that they're giving to you are more ready to engage and work with you in a committed and loyal way versus if they're getting their leads from some consumer direct marketing strategy or door knocking or something like that. So it's important, however, to teach them how to refer you because oftentimes, the reason that the conversion ratio from one referral source to another is greatly different is the way that they're setting you up. Now for the purposes of this example, I want to focus on real estate agents because it's probably your primary referral source.

*So, the easiest way to get a real estate agent to refer someone to you is to simply tell the truth. And I'm going to give you the script right now. Because I think that you'll find this to be a truthful script.*

[continued...]

## **Tactic #1** How to Sell the Agent

*"Mary, I was at this event in Las Vegas Mortgage Event and there was a presenter who was talking about the importance of working in partnership with your real estate agents. And I realized that maybe I haven't done as good of a job as I'd ultimately like to in being your partner. And one of the ways that I feel like I can be a better partner to you is to ask you to teach me how you want me to speak about you. So let me explain. I realize, Mary, that there are certain things that you probably wish that you could say about yourself when you're talking to a prospective client for the first time that you can't because it would come off as you being arrogant and patting yourself on the back too much. And it's also just hard, right? To talk about ourselves."*

*"But ultimately, I should understand and know how you want to be spoken of, so when you refer that client to me, I understand your value proposition, and I can articulate it, and I can say the things about you that you would want to have me say about you that you can't say about yourself. And Mary, I got to tell you, there have been some times, and thankfully it hasn't happened with you and me, but there have been some times in the past where a real estate agent will refer someone to me, and I'll have a good dialogue with them, and I'll follow up with them, and then they eventually buy, and they let me know that they want me to handle their financing. And I assume that the realtor partner that referred them to me is going to be representing them in the transaction. And then, I come to find out that they ended up going with a different realtor. And it's an incredibly uncomfortable feeling for me because I somehow feel like I'm kind of cheating on my referral partner who referred them to me."*

*"And even though I didn't do anything wrong, and I just would never want that to happen between you and me, I realized that a part of the way that I can influence that not happening is to really help you cement the relationship with anybody that you're kind enough to refer to me. So, what are some of the things that you think that you do that are unique and valuable so I can say them about you when they call me for the first time? I can congratulate them on having you, Mary, as their real estate agent that's representing them and talk to them about the various things that are of value that you bring to the relationship."*

*[continued...]*

Now, sometimes a real estate agent off script here will not know what to say because maybe they haven't completely defined their value proposition.

*This is a golden opportunity, especially in today's world with the NAR ruling and buyer's agents needing to really substantiate the services and fees associated with those services.*

This is your opportunity to not only help them define their value proposition but to also role-play with them on it. Help them practice their scripting so they get it down and then determine what it is that you're going to say and share back with them.

Okay, so when they call me for the first time, I'm going to congratulate them and I'm going to reinforce your value proposition by saying the following things.

Now, let me tell you something, folks. This is a conversation that will never go bad. There is no real estate agent who is going to perceive this as being anything other than an incredibly helpful and valuable conversation. They're going to be flattered. And when you're done, you've now earned the right to turn the tables. And then you would simply say,

## **Tactic #2** How to Sell You

*"You know, Mary, would you mind if I shared with you a little bit about some of the things that I do for our mutual clients when you refer them to me that maybe I've never shared with you before and in an effort to help you understand the value that I bring? And then maybe you can share that when you make the referral to me."*

Now, if any real estate agent ever said, "No, I wouldn't be interested in that," then I probably wouldn't want to work with that real estate agent after just having had the conversation I had with them. I mean, you're going to get pretty darn close to 100% batting average on this. And then, you just simply share with them what it is that you do that makes you unique and special and ask them to say those things about you.

*[continued...]*

Now, when I did this for the first time with a real estate agent partner of mine by the name of Terry Moerler and then with a CPA partner of mine, Richard Blythe, and I explained to them when it was my turn that one of the things that I do is manage my client's indebtedness in a proactive way going forward and make them aware of opportunities to rewrite their loan and save them money. And in many cases, I was able to do it at no points, no fees, especially if it was a large loan amount, and I had enough money on the overage to cover the closing costs, the non-recurring closing costs of the borrower.

*From that point forward, everything changed.*

I mean, whenever anybody would call me that Richard or Terry referred me, they would never say anything about what's your interest rate or what are your closing costs or anything like that. They would simply call and say,

*"Richard told me to give you a call. He said, you're fantastic. He said that you're going to also watch my rate for me on a go-forward basis, and I'm always going to have the cheapest money when I'm working with you. What do we need to do to get approved?"* Same thing with Terry. People would call me and say,

*"Terry said that you'll do all of my future refinances for free."* And I'd say, *"As long as your loan amount is above 400,000, yes, I would be able to do that for you."*

*"Okay, great. What do we need to get started?"* I mean, this dramatically improved my batting average, and this is why you need to use this scripting to help your agents know how to refer you differently.





Audio 5

## Voice Memos to Pre-Approved Buyers

Okay, team, remember what I said at the event in Vegas: when it comes to securing your future income, that income that you've already worked hard for, it's very important that you continue to nurture and deepen the relationship so it is very difficult for them to not be loyal to you. Loyalty is something that you earn, and a part of that process is to be disciplined and to stay connected.

So I'd like you to have your pre-approved buyers in your phone, or if you have your CRM as an app in your phone, that's even better. And I'd like you to discipline yourself on a consistent basis. I want you to touch base with each of these pre-approved buyers no less frequently than about once every four months with a quick voice memo. So you're driving to work, you grab your phone when you're at a stoplight, or when you leave in your driveway, you pick the two people that you're going to call, and you just leave them a quick voice memo. And there are a lot of different options as to what you can leave, get creative, and have fun.

*But remember, it's not about business. It's about personal.  
It's about transcending the relationship from a business  
relationship to a friendship.*

### **Tactic #1** Staying in Touch

*"Hey, Bill, it's Tim Braheem at First Rate Financial, and I just wanted to leave you a quick voice memo. I was driving to work this morning. I was thinking about you and Mary and your kids. I hope you're doing well. I know that the last couple of months have been kind of a stalemate with a lack of inventory and rates still being high, but I just didn't want you to think I've forgotten about you. And most importantly, I just want to see if there's anything you need from me. Know that I'm always here for you. And if there's anything that I could do or answer for you, it would be my great pleasure to do so. I hope that you're really enjoying this college football season. I know that you're a UCLA fan, and they're on a little roll here. They won three games in a row."*

*[continued...]*

Now, notice how I integrated some personal stuff into the equation. In the initial conversations with them, I found out what their favorite sports team was, what their children's names were, etc., and I'm weaving that into the dialogue.

## **Tactic #2**    **Sending Well Wishes**

*"Hey, Bill, Tim Braheem checking in with you again. First of all, happy holidays. I hope that you and your family are getting ready to have some really nice connected time together. And as this year winds down and as we get into a new year, I just want to wish you many blessings in the year ahead. Please let me know if you need anything from me. Just know that I'm always here for you, and it would be my great pleasure to serve you in any way I can. Hope you and your family are doing well, Bill. Take care."*

Okay, so it's just as simple as that. You don't need to overcomplicate it. Just touch base, have some energy, be friendly, be thoughtful, and make it personal, by actually sending them out a personal voice memo.