



## Instant Realtor Respect – Sample Script

**Estimated Read Time: 2 Minutes**

[www.loanofficermarketinglab.com/blog](http://www.loanofficermarketinglab.com/blog)

**Here's the sample phone call script I promised in video #2 – Instant Realtor Respect. (Found at [www.loanofficermarketinglab.com/blog](http://www.loanofficermarketinglab.com/blog)) Remember, this script was used for a very specific purpose, discussed in the video.**

The idea behind this phone script was simple. My goal was to create a permission based email list of high performance real estate agents. Blanket emailing tens of thousands of agents wasn't an option for me. I wanted permission to send the email series, and I wanted that permission from the best of the best.

It took 1 week of calling 1.5 – 2 hours per day to reach enough agents, and get permission from 200 – 250 realtors. This was a simple, 1 time only task, so the ROI was phenomenal. Have a look at the script I used. (In raw form, when speaking on the phone you will vary your conversation of course, and tweak it)

*“Hello, this is Chad Weber calling, I saw your ad in Harmon Homes magazine yesterday and decided to reach out. Yes, I am a loan officer, I work down the street from you at \_\_\_\_\_, but I am not calling you about loans, lunch, or trying to smooth talk you into a referral. Rather, the reason for my call is I was about to send you an email here of my newsletter series titled Real Estate Under Construction, it's a twice monthly series I send out to the local realty community that teaches how to market online, get on the front page of Google, blogging tips and the like...*

*I was about to hit the send button to provide you with a sample copy, when I thought to myself: You know, I hate SPAM, and I bet you do too... So instead of spamming you, I decided to call you up, respect your privacy, and ask for your permission to send you the newsletter. If you don't like it, then I've included a link at the bottom of the newsletter you can click on to unsubscribe, and you'll never get another one.*

So is it ok if I send this on over?”

The first half of the script was designed to lower their guard just a bit by mentioning the ad in Harmon Homes. My goal was to skate past the knee-jerk reaction many real estate agents have to loan officer phone calls. Just getting that extra 5 seconds is critical. May seem to be a small detail, and a few measly seconds may not seem like much, but after trying out many variations of this call, this approach seemed to produce the best results.

Remember, you have absolutely nothing to sell here. All you're doing is asking for permission to send an email. Will many still say no? Sure. In my calls, An estimated 25 – 30% still said no. It was great to hear actually, as it helped me filter out the people I didn't want to work with anyhow. See, if these agents were unwilling to even review a free newsletter that discussed new ways to market their business, then how open minded would they have been had we met?

The script still managed to secure about 70% of the agents I spoke with, so I was definitely pleased with the results. Why not try out your own variation of this script? I used the Real Estate Under Construction Newsletter series to send after permission was secured. (The newsletter series found in the Loan Officer Marketing Lab – Each issue discusses a new way for real estate agents to market their business – And provides a strong call to action)

You can create your own newsletter series, or if you are a member of the Loan Officer Marketing Lab, simply download, and begin using. A sample screenshot of the important elements that make up a good newsletter can be found on the same blog post this article was downloaded from – <http://loanofficermarketinglab.com/blog/day-2-instant-respect-from-realtors> - Enjoy!

- ***This article is part of Day 2 of The Loan Officer Project Pre-Launch series. To view Day 2, please return to [www.loanofficermarketinglab.com/blog](http://www.loanofficermarketinglab.com/blog)***

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