

START

Lead assigned

Call ASAP!

Hi, I'm _____ with NextHome Champions! Is there a specific house you would like to see?

Introductory Phone Call

"Are you working with anyone in our office or contractually obligated to another Realtor?"

YES

Buyers Agency Explanation

"Is there a reason why you are not working with your Realtor directly to explore this or other properties?"

Are you looking to change Realtors?

YES

NO

Refer Back to Realtor

"I am really sorry, but unfortunately since you are already working with an agent, I won't be able to help you out at this time. If you do choose to stop working with your current agent, I would love to help you out!"

"How soon can you see it?"

Set the Appointment!!!

Clarify Buyer Needs

- What did you like about the house you saw?
- Why are you moving?
- When do you want to move by?

"It's not a problem if you haven't, but have you spoken to a lender yet?"

Refer to Lender

"Pre-qualification and pre-approval from a lender is the roadmap to writing an offer. I have a great lender with a proven track record of closing on time I would love to put you in touch with."

Provide contact information to both lender and buyer in introductory email.

NO

YES

Collect Lender / Pre-Qualification Info

Enter Buyer Info into CRM

Get Email to Set up in Dream Home Finder

Follow up and set the Appointments!!!