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**EXP REALTY  
RECRUITING  
SCRIPT**





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## Step 1

# BE IN A HURRY

This is a psychological issue, but people are always more attracted to a person who's busy and has things going on. If you start every call or face to face conversation with the feeling that you're in a hurry, you'll find your invitations shorter, there will be less questions and people will respect you and your time more and will respect you for respecting their time.

Here are some "in a hurry" script examples:

- **"I don't have a lot of time to talk, you have been on my mind, so I wanted to reach out to you."**
- **"I have a busy day and I know you are busy too, so I will be quick."**

Set the tone that you have it "going on" and create some urgency.



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## Step 2

# COMPLIMENT THE PROSPECT

Here are some sample compliment scripts:

### THE REASON FOR MY CALL

“You’ve been wildly successful, and I’ve always respected the way you’ve worked your real estate business.”

“I saw a post you did on Facebook and enjoy following your life’s adventures and thought of you.”

“I really enjoyed working with on the deal we did together and thought I would reach out to you.”

“You’re one of the most positive and energetic people I’ve met and thought it would be cool to work with you again.”

“Some people are very closed-minded which limits their opportunities, but I’ve always admired the fact that you’re open to looking at new things.”



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## Step 3

# MAKE THE INVITATION

Do you keep your options open as to ways to increase your real estate income?

Do you keep your options open to putting more money back in your pocket with your real estate business?

Do you keep your real estate options open to ways to make more money without changing what you are currently doing?

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## Step 4

# IF I, \_\_\_\_\_ WOULD YOU \_\_\_\_\_?

“If I emailed you a short 5-minute video would you watch it?”

[www.tucsonazexperts.com/exp-realty-intro-video](http://www.tucsonazexperts.com/exp-realty-intro-video)

If you've done the first 3 steps properly, the answer will be yes

#expkolbgroup

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## Step 5

# GET PERMISSION TO FOLLOW UP

Is it ok to follow up with you?

Great when would be a good time to call you back?

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## Step 6

# THE FOLLOW UP

When calling them back, ask them:

“What did you like best about what you saw?”