

Good Afternoon\_\_\_\_\_ and Happy Friday. Tell me something good. What going on in your world?

**(stay in a FORD conversation. IF they DO NOT eventually ask you how our doing, wrap up the call and log the notes)**

*Not much, how are you?*

Life has been incredible busy with the market the way it's been AND even with all that I've recently changed brokerages to eXp Realty. I'm dying to know, what have you HEARD about eXp Realty?

*I hear its AWESOME!*

GREAT! Are you open to learning about these revolutionary business models that are transforming our industry?

*Not much. Nothing.*

GREAT! Well from what I've experienced with you, you seem to be an open-minded person, am I correct?

**YES.**

Are you open to learning about these revolutionary business models that are transforming our industry?

*It sucks, it's horrible.*

I hear that once in a great while. Let me ask you something, If that were really the case do you think I would be there?

**NO.** From what I've experienced with you, you seem to be an open-minded person, am I correct?

**YES.** Are you open to learning about these revolutionary business models that are transforming our industry?

*Is this a recruiting call?*

Undoubtedly, I would love to be in business with you. Let me ask, on a scale of 1-10 with 1 being your already out the door and 10 being you're married to your broker, how would rate your relationship with your current company?

10

Excellent! So, if I attempted to recruit you, it would be really annoying wouldn't it"?

YES

AND that's why this isn't a recruiting call. **BACK TO FORD QUESTION**

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Excellent! So, it sounds like you are happy, even content AND it sound like you are an open-minded person, am I right? YES. Great! Are you open to learning about these revolutionary business models that are transforming our industry?

8 or below

Excellent! So, it sounds like you are happy, even content AND it sound like you are an open minded person, am I right? YES. Great! Are you open to learning about these revolutionary business models that are transforming our industry?

### **ALL YESes To Learning**

FANTASTIC! I'd like you to meet one of my senior partners in the company. Russ is a former BOLD coach with KW and an amazing coach, leader and knows the company inside and out. Do you have openings Tuesday or would Wednesday be better?

### **CLOSE ANY NON Appointment set call**

Since we can't predict the future, would you be offended if I stayed in contact?