

# The "Getting To Know You" Call



This is call script Gabe Cordova uses as a "getting to know you" call when recruiting new agents for his real estate teams.

## CALL INTRO:

Hi Agent.Thanks for the opportunity to have a brief conversation today. How's business going?wait....(That's great)The reason for the call is to introduce myself and to determine if there are missed opportunities in your current business.And if so, how we might change that and capitalize on them instead.Do you mind if I ask you a few questions?

1. What new technologies are you using to generate new business and nurture you past?
2. Where do you see yourself in 3 years and what would it take to get you there?
3. How many monthly listing appointments do you fail to list? What if we can help you convert more into secured listings?
4. Is your current CRM connected to a platform that allows all your tools to work together and talk to each other, saving you time?
5. Who is helping you with your business plan and do they keep it consistently updated?
6. What does your current marketing campaign look like?
7. What type of support do you have?
8. What type of environment do you enjoy working in? Do you enjoy collaborating with other top producers? Do you have that now?

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9. What percentage of your new business is generated from social media? What are you doing to generate business on social media platforms?

10. What percentage of your business is luxury? What luxury specific listing tools do you use?

11. There are two ways to increase your income. Sell more homes or increase your average sales price. Which do you prefer?

12. Research shows video is the #1 way to market your business. How are you using video? Does your company provide video tools?

13. Today it's important to have continual and timely training with others. What is your company doing to keep you connected, informed, and educated?

14. What is the #1 most important thing you'd want to achieve if you were to move your business to another company?

Thank you for sharing that information about your business.

Many of the things you have shared with me indicate that you're missing out on certain opportunities that you can access with a few additional tools and services that we provide. Let's set up a meeting to determine how many more listings and sales YOU believe you would have with our firm. It will be worth your time to uncover the opportunities you're missing out on. How does tomorrow look for you?