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EXACTLY WHAT TO SAY

FOR REAL ESTATE AGENTS

Now that you understand how to ask better questions and have better conversations that will lead to better outcomes, you might be wondering if and how these same Magic Words that influence people when selling can also be applied to your marketing.

They can! And we already did the heavy lifting for you by turning them into copy and paste templates below.*

**Please note: there are several places in the templates where customization is necessary. We have put them in capital letters. Where there are two choices and you need to select one, there is a “/” in between them.*

Magic Words: “I’m Not Sure If It’s For You, But”

Use the email template below to send your past clients or sphere of influence. We’ve combined the Magic Words with a listing to get either a reply immediately with an interested buyer or a referral from one of your past clients.

Use Case: email using a coming soon or just listed property

Audience: past clients & sphere of influence

Subject Line: I’m not sure if it’s for you, but...

Body: Hey FIRST NAME,

I have a listing COMING TO THE MARKET VERY SOON / THAT JUST HIT THE MARKET and I’m not sure if it’s for you, but maybe someone you know is looking for a home that has X, Y, and Z AMENITIES.

If so, let me know and I’ll reply with the pictures, price, and exact location. If not, hope you’re well and let’s catch up soon.

Best,

YOUR NAME

Magic Words: “Who Do You Know?”

Create a direct mail, social media, or online ad campaign to get seller leads using the template below. If you don't have buyers ready to make an offer, don't use this template.

Use Case: direct mail, social media, or an online ad campaign

Audience: potential buyers and sellers

We have buyers who are serious and ready to buy in AREA. They're qualified and have been looking, but haven't found a home they're ready to make an offer on.

They are looking for a home with one or more of the following features:

- FEATURE ONE
- FEATURE TWO
- FEATURE THREE

Who do you know that owns a home that fits this description?

We'd love to chat with them.

Magic Words: “Open-Minded”

Use the email templates below to turn “open-minded” messages into a “yes”, no matter the ask.

Use Case: email or text

Audience: buyers who are taking a long time to make a decision on a home

Subject Line: Quick question

Body:

Hi FIRST NAME,

Would you be open-minded to me making some small changes to your home search criteria if it meant that you could find the perfect home faster?

Best,

YOUR NAME

Use Case: email or text

Audience: sellers who are hesitant to lowering their asking price

Subject Line: Quick question

Body:

Hi FIRST NAME,

Would you be open-minded to lowering your asking price if it would create some immediate interest?

Best,

YOUR NAME

Use Case: email or text

Audience: past clients & sphere

Subject Line: Quick question

Body:

Hi FIRST NAME,

Would you be open-minded to LEAVING AN ONLINE REVIEW/SHOOTING A QUICK VIDEO to share your experience working with me?

I know it would help a lot of people just like you.

Best,

YOUR NAME

Magic Words: “Opening-Fact-Question”

Use the phone scripts below anytime you’re hitting the phones looking to generate business, or even ask for an online review.

Use Case: phone call

Audience: expired

Hey FIRST NAME,

It's YOUR NAME calling from YOUR COMPANY.

I know you tried to sell your home recently.

Help me understand why you think your home didn't sell the first time you listed it?

Use Case: phone call

Audience: buyer leads who are interested in one of your listings

Hey FIRST NAME,

It's YOUR NAME calling from YOUR COMPANY.

You registered on my website about a listing recently.

What is the number one zip code you're looking to find your next home in?

Use Case: phone call

Audience: seller leads

Hey FIRST NAME,

It's YOUR NAME calling from YOUR COMPANY.

There are homes that have sold recently near yours. So, I've prepared a new home value report for you.

When would be a good time for you to review it?

Use Case: phone call

Audience: FSBOs and expired listings

Hey FIRST NAME,

It's YOUR NAME calling from YOUR COMPANY.

I know you're trying to sell your home right now.

If I can prove to you that I will generate serious buyers for your home, would you be open-minded to listing with me down the road?

Use Case: phone call

Audience: past clients after the sale

Hey FIRST NAME,

Hope you're well!

I really enjoyed working together.

Would you be open-minded to leaving me an online review to share your experience working with me?

Magic Words: “What Is Your Experience?”

Reach out to your leads and start a conversation by asking them about their own experiences instead of your own using the text message and email templates below.

Use Case: email or text message

Audience: seller leads

Subject Line: Out of curiosity...

Body:

What is your experience with selling a home?

Use Case: email or text message

Audience: buyer leads

Subject Line: Out of curiosity...

Body:

What is your experience with buying a new home?

Magic Words: “How Important Is It?”

Use your experience with buyers and sellers as well as these Magic Words through email, phone call, or text message to respond to the most frequently asked questions.

Use Case: email, text message, or phone call

Audience: expired

How important is it that the next time you list your property, it actually sells for a price you're happy with?

Use Case: email, text message, or phone call

Audience: sellers

How important is it that you sell your home quickly?

How important is it that you achieve that price?

Use Case: email, text message, or phone call

Audience: past clients & sphere

How important is it to you to be aware of all the homes that are selling near you?

Use Case: email, text message, or phone call

Audience: buyers

How important is it that you have the extra bedroom?

How important is it that we secure this specific property?

How important is it that you are moved before the Holidays?

Magic Words: “What Do You Understand”

When Zillow comes up, use these resources to show and not just tell your seller leads how the Zestimate really works and why getting a CMA from you is critical if they are serious about selling soon. [LA Times](#), [NY Post](#), and [Geekwire](#) all have articles you can use to do this, along with the email template below.

Use Case: email

Audience: seller leads

Subject Line: Tell me what you know about your ZESTIMATE/HOME'S VALUE

Body:

Did you know that most homeowners in the United States rely on Zillow Zestimates as their one and only source for home valuations?

Sadly, this is not a good place to obtain an estimate of your home's value. As a matter of fact, [Zillow's very own CEO sold his home for 40% less than the Zillow "Zestimate"](#). Ouch! They actually have a disclaimer on their website where you can see exactly how inaccurate they are. They just make it hard to find.

Automated values are a good starting point, but a more in-depth analysis by an experienced human is needed if you really want to know your home's potential on the market.

Reply to this email right now with your home's address (or the address of a home you want to buy) and I'll be happy to send you a "Zactimate."

Magic Words: "How Would You Feel If?"

Use the questions below during a listing appointment or when meeting with a buyer for the first time to start with emotion, not logic. We've also categorized them based on loss and gain. Keep in mind: more people are motivated by loss than by gain, which is why we included more.

Audience: Buyers

Category: Loss

How would you feel if 6 months from now you were still looking for a new home?
How would you feel if someone else beats you to your dream home?
How would you feel if once we do find your dream home, someone else put in a bid that won?

Audience: Buyers

Category: Gain

How would you feel if we found your dream home this weekend?

Audience: Sellers

Category: Loss

How would you feel if the repairs you want to make don't result in any additional profit?
How would you feel if you lost your buyer?
How would you feel if 6 months from now your home was still on the market?

Audience: Sellers

Category: Gain

How would you feel if we created a bidding war?

Magic Words: "Just Imagine"

Use these magic words to create compelling copy for your listing promotions and attract buyers who are serious about the move.

Just imagine how life will be once you are moved into your new place.

Just imagine losing out on this property to a higher bidder.

Just imagine pulling into this driveway every single day after work

Just imagine calling this gorgeous home yours.

Just imagine what it's going to feel like moving into a bigger place.

Just imagine what it's going to feel like to host gatherings in this kitchen.

Just imagine what it's going to feel like when your home becomes your smartest financial investment.

Just imagine how nice it's going to be to have a pool in the backyard.

Audience: Renters

Just imagine how it's going to feel when you stop paying someone else's mortgage and you start paying your own.

Audience: Sellers

Just imagine your home still being on the market in 6 months time.

Just imagine what it's going to be like to have an agent who treats you like their only client.

Magic Words: "How Certain Are You"

Use these words during critical moments of a sales pitch when the most common and difficult objections come up.

Objection: I want to talk to the listing agent

How certain are you that the listing agent will have your best interest in mind?

Objection: working with a competitor

How certain are you that they have the experience to get the best outcome for you?

Objection: seller wants to deny offer

How certain are you that this is not the best offer you will receive in this market?

Objection: seller doesn't want to stage or make necessary renovations

How certain are you that the effort in STAGING/RENOVATIONS won't be worth it?

Objection: other agent is offering a discount or lower commission

How certain are you that a lower cost option will leave you with more money in your pocket overall?

Objection: FSBO

How certain are you that you will get the quantity of interest on this without progressive online marketing?

Magic Words: “Could It Be Possible”

Use the templates below to make a point without being a jerk about other real estate agents. After all, you might have to work with or compete against the same agent again and your reputation is everything.

Objection: my friend/family member is a real estate agent

Could it be possible that mixing family and business is a bad idea?

Objection: another agent is willing to list my home for more money

Could it be possible that they are suggesting it is worth more purely to secure the listing?

Objection: they want to work with someone else

Could it be possible that choosing us would be a better option for you?

Objection: my friend just sold their home without an agent

Could it be possible that your friend left money on the table by not hiring a professional?

Magic Words: “Help Me Understand”

The magic words below can allow you to identify common objections with buyers and sellers that will inevitably come up. Having these words to say to overcome them without being pushy is paramount to having a successful career.

Objection: buyer wants to offer less than asking price

Help me understand why you don't want to make a full price offer.

Objection: “I'm just going to rent for another year”

Help me understand how renting for another year makes sense.

Help me understand why you would want to wait and pay more for the same house next year.

Objection: the other agent/service costs less

Help me understand how them lowering their commission is better for you.

Objection: "I need to speak to my spouse first"

Help me understand your spouse's role in the decision making process.

Objection: interviewing other agents

Help me understand what you're looking for in the perfect agent.

Objection: listing appointment and seller thinks you're suggesting a price that's too low

Help me understand your experience with pricing homes.

Objection: expired listing

Help me understand why you think your home didn't sell the first time you listed it?

Magic Words: "When Would Be A Good Time?"

Chances are, you've gotten a "no" before. With the template below, you'll be confirming another appointment, even if it is down the road. You'll get another swing, even when you swing and miss.

Objection: I'm not interested, now's not a good time, thanks for your time but we're gonna wait
I can appreciate that. When would be a good time for me to follow up with you?

Magic Words: "I'm Guessing You Haven't Gotten Around To"

These words are perfect for when you feel like a lead is ghosting you. Following up after an appointment disarms the lead and creates an environment where they feel comfortable answering. If you feel like that's the case, then use the words below to turn a lead that is ignoring you into a client who is hiring you.

Use Case: follow up email or text message

Audience: buyers or sellers

Objection: I need to take a look at the contract

I'm guessing you haven't gotten around to look over the contract yet...

Objection: I need to talk to my spouse

I'm guessing you haven't gotten around to speaking with your spouse yet...

Objection: I have to check on something first

I'm guessing you haven't gotten around to check on what you had to.

Magic Words: "You Have Three Options"

Whether it's an FSBO, an expired listing, a renter, a seller or a buyer, eventually you have to ask for the business. These words are the easiest way to close without downright asking for a deal.

Audience: FSBO

You have three options...

Option 1: List your home without any help

Option 2: Work with me to help you find a buyer

Option 3: Let me list it and I'll take care of everything

What's going to be easier for you?

Audience: expired

You have three options...

Option 1: Relist with the same agent

Option 2: Decide not to relist

Option 3: Accomplish your original goal of selling your home by listing it with me

What's going to be easier for you?

Audience: renter

You have three options...

Option 1: Keep renting and paying your landlord's mortgage

Option 2: Buy a year or two from now and wait for homes to cost more

Option 3: Stop renting and start investing in your dream home with me

What's going to be easier for you?

Audience: seller

You have three options...

Option 1: Don't sell your home

Option 2: Sell your home with someone else or on your own

Option 3: Let me sell your home for the most money possible in the shortest amount of time

What's going to be easier for you?

Audience: buyer

You have three options...

Option 1: Continue to wait for the perfect home

Option 2: Settle on a home that got listed soon

Option 3: Make an offer on one of the homes you've already seen and liked

What's going to be easier for you?

Magic Words: "Two Types Of People"

At the end of the day there are only two types of people you are going to interact with. Those who are going to buy or sell a home soon and those who are not. Use the short and sweet emails below to quickly identify who is worth focusing on right now versus who is going to hire you later.

Use Case: email

Audience: sellers

Subject Line: Which one are you?

Body:

There are two types of people I send information to:

1. People selling their home soon
2. People who are staying put

Which one are you?

I want to make sure I'm sending you information that's relevant to your situation.

Use Case: email

Audience: buyers

Subject Line: Which one are you?

Body:

There are two types of people I send information to:

1. People buying a home soon
2. People who are staying put

Which one are you?

I want to make sure I'm sending you information that's relevant to your situation.

Magic Words: “I Bet You’re a Bit Like Me”

Building trust is one of the fastest ways to make a sale. Finding common ground is one of the fastest ways to build trust. Use the email templates below to show your lead or prospect that you’re both on the same page.

Use Case: email

Audience: buyers

Subject Line: Listings not on Zillow

Hey FIRST NAME,

I bet you are a bit like me and get frustrated seeing the same homes for sale over and over when searching online.

With that in mind, we’ve got a listing that we know you haven’t seen yet, because it isn’t on Zillow or the MLS. Once it is, we think it’s going to generate massive interest and know that it won’t last long!

Reply to this email if you want to see some fresh listings.

Use Case: email

Audience: past clients & sphere

Subject Line: I need a favor

Body:

Hey FIRST NAME,

I bet you’re a bit like me and look to online reviews before making a big purchase, finding a new restaurant, or even looking for a service provider you can trust.

Why should it be different for a real estate agent?

Here’s where the favor comes in. If you had a good experience working with me, I’d love if you could LEAVE AN ONLINE REVIEW/SHOOT A QUICK VIDEO.

I know it would help a lot of people just like you.

Best,

YOUR NAME

Magic Words: “If... Then”

The majority of the ROI in email marketing comes from emails that are sent to a small and relevant segment, not your entire list. The same is true for salespeople. They need a small list of leads that want to be called and are going to be transacting soon. Below you'll find a list of segments you should create to send emails to, and the segments you should build for your sales team or yourself. So this isn't a marketing template, this is even better. It's a framework for how to break down your database so you can send better, more relevant messages to them based on these segments.

Use Case: to organize your database for email segmentation

Seller lead in your database added in the last 30 days recently active

Buyer lead in database in the last 30 days inactive

Seller lead in database in the last 30 days recently active

Buyer lead in database in the last 30 days inactive

Seller lead in database 2-12 months recently active

Buyer lead in database 2-12 months inactive

Seller lead in database 2-12 months recently active then

Buyer lead in database 2-12 months inactive

Seller lead in database for over 1 year recently active

Buyer lead in database for over 1 year inactive

Seller lead in database for over 1 year recently active

Seller lead in database for over 1 year inactive

List of past clients

List of past clients most likely to refer you (VIP list)

Magic Words: “Would It Help If?”

Sometimes you have to help people across the finish line by bending their arm, not breaking it. Go from a “maybe” to a “yes” in those exact moments using the templates below.

Objection: buyer wants to wait

Would it help if you could speak with some past clients and learn about their experience of working with us?

Objection: Zillow lead that says they’re just browsing

Would it help if I sent you listings that aren’t on Zillow while you browse?

Objection: buyer wants to speak to spouse

Would it help if your spouse could speak with some past clients and learn about their experience of working with us?

Objection: buyer lead that wants to wait and keep renting

Would it help if I could show you how your mortgage payment could actually be less than what you pay for rent?

Objection: seller wants to wait

Would it help if in the meantime I sent you a list of homes that recently sold near yours?
Would it help if you could speak with some past clients and learn about their experience of working with us?

Objection: seller wants to speak to spouse

Would it help if your spouse could speak with some past clients and learn about their experience of working with us?

Objection: FSBO or seller doesn’t want to pay commission

Would it help if you only paid commission if we secure a buyer at or above your asking price?

Magic Words: “Don’t Worry”

Objection: Buyer’s remorse (think they offered too much)

Don’t worry, most buyers have some remorse after their offer is accepted. It’s natural.

Objection: challenging situation or problem came up during the buying or selling process

Don't worry. This happens sometimes and it's one of the many reasons that you work with an experienced Realtor. Let me make some calls and we can work on a plan of what to do next.

Objection: nervous about buying

Don't worry. You're bound to be nervous right now. You're buying a home and you want to do the right thing.

Objection: seller having cold feet or thinks they accepted a low offer

Don't worry, most sellers have some remorse after they accept an offer. It's natural.

Objection: doesn't want to sell until they secure a home they want to buy

Don't worry! I've helped many people who have been in the exact position you are right now. That's why you hire an expert. I'll help guide you through this entire process.

Objection: seller thinks they accepted an offer too soon

Don't worry, it's natural to feel that way. Would it help if I told you that every seller feels the same when they finally accept an offer to sell their home?

Objection: challenging situation or problem came up during the process

Don't worry. This happens sometimes and it's one of the many reasons that you work with an experienced Realtor. Let me make some calls and we can work on a plan of what to do next.

Objection: not sure of what to do

Don't worry. You're bound to be nervous right now. This is your home and you want to do the right thing.

Magic Words: "Most People"

Have a strategy to get the most out of your 5-star reviews. Scan your Zillow reviews. What do most people say about your services? Highlight the common theme of your best reviews in an online campaign. Below we've included a few examples to get you started.

Most people who have never bought a home before feel like REVIEWER'S NAME after working with me...

Most people who list their home with me say what REVIEWER'S NAME said about my negotiating abilities...

Most people like REVIEWER'S NAME who take my advice when submitting their offer get their dream home while others miss out.

Magic Words: “The Good News”

The next time you have to call or message someone to tell them that things are not going well, these Magic Words and templates will make giving that news sting a lot less and keep a deal from falling apart.

Objection: FSBO wants a buyer before talking

The good news is I work with a lot of serious buyers. When would you like me to bring one over?

Objection: Zillow lead wants to know if home is still available

I can look that up for you. The good news is that either way, I also have access to homes that aren't on Zillow and I can prepare a list of those for you.

Objection: Zillow lead waiting for perfect home

That's smart. The good news is: I can help you find it.

Objection: how much do you charge? (pre appointment)

I charge X%. The good news is you don't pay any out-of-pocket cost or commissions until your home is sold. I will explain everything in detail when we meet.

Objection: doesn't want to sign an agreement

The good news is that I have a simple cancellation policy with my agreement. If you're not happy with my services, you can cancel the agreement.

Magic Words: “What Happens Next”

We spend so much time trying to convince buyers and sellers to work with us that we often forget to explain exactly “What happens next.” We've drafted two paragraphs (one for buyers and one for sellers) that lay out the next steps and will take you from your pitch to close, all without missing a beat.

Audience: sellers

Here's what happens next. We're going to go in the MLS and pull a bunch of comps so we know exactly how much your home will sell for and how long it'll take. We're going to notify everyone in the neighborhood and the surrounding area that there is a new listing coming to the market. Then, we'll get the advertising campaigns up and running on Facebook and send out an email to our database. We'll also be contacting our photographer and stager which, by the way, is included with our services.

Audience: buyers

Here's what happens next. We're going to go in the MLS and set you up with real-time alerts so you don't miss out on a property that's right for you. Then we'll ask around the office to see if there are any new listings that aren't in the MLS yet, notify our database that there is a new buyer looking in their area, and figure out the best times and dates to see properties in person when you find one that you want to go see.

Magic Words: “What Makes You Say That?”

These words don't need a follow-up. When you get an objection or rejection in an email, social media DM or text message, as opposed to replying to their concerns with several paragraphs of explanation and supporting examples, next time simply reply with these Magic Words.

Magic Words: “Before You Make Up Your Mind”

When you get a “no” or an “I'm not interested” in a message, we have a response ready for you that uses these Magic Words. This will give you one last chance at “saving” a deal and more importantly you will feel good knowing you went all out and didn't lose a lead who may have become a customer (and future referral source).

Objection: sellers going with lower priced option

Before you make up your mind, can I send you over an in-depth report about how much I think your home can sell for?

Objection: getting rejected at a listing appointment

Before you make up your mind, why don't we just run through the details one more time so you can know what it is that you are saying no to?

Objection: FSBO still wants to list without an agent

Before you make up your mind, let me send you a breakdown of how I think I could actually make you more money than if you sold it by yourself -- including my fees.

Magic Words: “Just One More Thing”

When you capture an online lead there are some “upsell” opportunities with your confirmation messages on your landing pages and in your autoresponders.

Use Case: drip email sent directly after home value report request

Audience: online seller leads

Subject Line: Just one more thing

Body:

Hey FIRST NAME,

I got your information requesting a home value report.

Just one more thing before I pull the report.

On a scale of 1-10, how would you rate the current condition of your property?

Use Case: drip email sent directly after buyer lead comes in

Audience: online buyer leads

Subject Line: Just one more thing

Body:

Hey FIRST NAME,

I got your information requesting homes for sale in our area.

Just one more thing before I set you up for alerts.

Can you confirm your price range and preferred zip code?

Magic Words: “A Favor”

We turned each item below into an email request template that focuses on these scenarios:

- Secured a great offer for your client
- Helped a prospect find their dream home
- Negotiated a great compromise
- Introduced a valuable third party
- Ran a successful open house
- Took the time to show someone a new area

Use Case: email drip campaign

Audience: past clients

Email #1:

Subject Line: A favor

You wouldn't happen to know just one person, someone who just like you, would benefit from working with me?

If they reply, Email #2:

Next time you see REFERRALS NAME, could you share with her a little bit about how it was doing business with me and see if she's perhaps open-minded about taking a phone call from me to see if I can help her in the same way I helped you?

If they reply yes, Email #3:

I will give you a call next week to find out how the chat with REFERRALS NAME went!

Magic Words: "As Promised"

Ultimately, people just want us to make them a promise, then keep it. Yet time and time again we hear horror stories of exactly the opposite. But you are different. We have created a dozen or so templates using these Magic Words that you can send when you do what you say you would.

Use Case: following up after they request past reviews or testimonials

Audience: buyers

As promised, here are the contact details for a handful of families we have helped relocate to the neighborhood over the last 6 months.

Use Case: concerns about inspection

Audience: buyers

As promised, I personally spoke with the home inspector and let him know your concerns. Here are the extra photos and video as promised.

Use Case: lead registered but asks how you got their information

Audience: buyers or sellers

I'm following up, as promised, because you registered on our website.

Use Case: online buyer lead interested in a property that already sold

Audience: buyers

As promised, here's a listing I think you'll love.

Use Case: buyer lead just closed on a home that needs renovations or upkeep

Audience: buyers

As promised, here's a list of my trusted local service providers.

Use Case: seller lead is curious about how much his or her home could sell for

Audience: sellers

Attached you will find the research on sales of similar properties, as promised.

Use Case: seller lead requests home value report

Audience: sellers

As promised, here's your home value report.

Use Case: seller wants to see how you market their property

Audience: sellers

As promised, here's some of the marketing we're doing for your home right now.

Use Case: get a 5-star review

Audience: past clients & sphere

As promised, I'm following up to request a review.

Use Case: you're hosting a special event for your past clients

Audience: past clients & sphere

As promised, you're my client for life, so I wanted to invite you to a party we're having.

Magic Words: “Just Out of Curiosity”

Rejection is part of the profession, so why wouldn't you prepare for it, be ready for when it happens and do something about it? You can't turn every objection into a “never mind I want to sign right now,” but you can and should try it. Nowadays, a lot of rejection and the objections we face in sales actually happen over email, in text messages or on social media. The next time you get a message that says they want to wait, use the templates below and give yourself another shot at success.

Objection: following up on a rejected buyer or seller

Audience: buyers or sellers

Just out of curiosity, why did you decide not to work with me?

Objection: “I’m just going to wait”

Audience: buyers

Just out of curiosity, how long are you going to wait?

Objection: “I’m just going to rent for another year”

Audience: renters

Just out of curiosity, when are you going to stop renting?

Objection: seller wants to talk to spouse before making a decision

Audience: sellers

Just out of curiosity, when are you going to speak to your spouse?

Magic Words: Simple Swaps

If you were to read a thousand MLS descriptions, 999 of them might sound exactly the same. The words that agents choose to describe the properties they list have become so overused and unchanged that we wanted to do something about it. Our Magic Words for MLS descriptions are going to help your property stand out and impress your seller at the same time.

Just imagine waking up to this view everyday (or substitute any feature)

Just one more thing... this home has a spacious 4-car garage (or substitute any feature)

Before you make up your mind about one of the biggest decisions, do not miss out on looking at this home first.

If you have 4 bedrooms, then there's room for the whole family

Could it be possible this is the home of your dreams?

Could it be possible that this home checks all of your boxes?

The good news is that this home is move-in ready

When would be a good time to schedule a private tour of this home?

Here's what happens next: click below to schedule a private showing