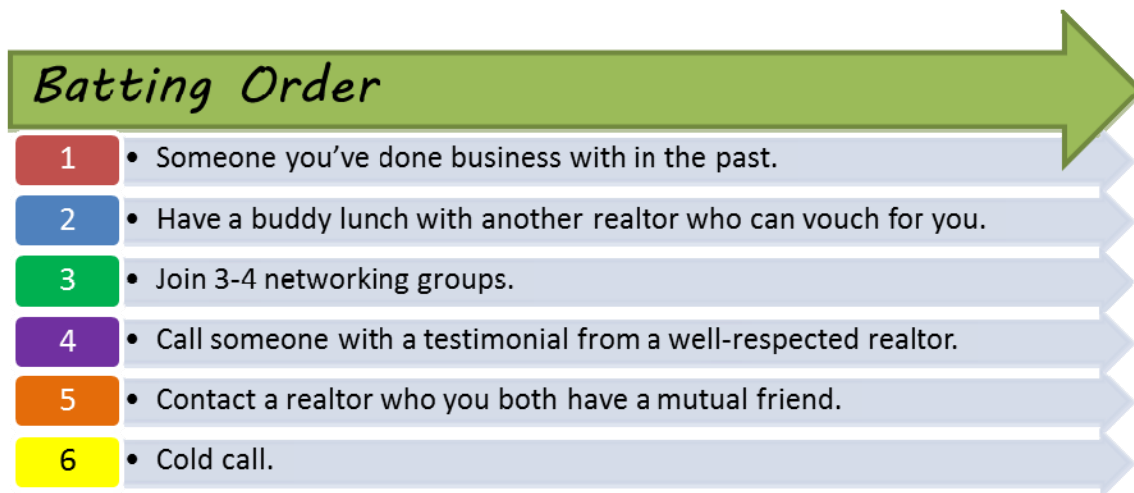


Scripts to get to the 1st Meeting

1. How to get new agents
 - a. Go back to the “Batting Order” below.
 - b. Select 10 and do your research. Are you a match?
 - i. Call first.
 - ii. Linked In and request marketing to mail pirate folder.
 - iii. Call second time.
 - iv. Email flyer (one of the 5 unique programs.)
 - v. Call weekly for 8 weeks total. Stop and move on.
 - c. Future calls and meetings we will dig into this. But, lets meet with the low hanging fruit.



Give Value Before Seeking Something of Value!

Mondays from 9:30 to 11:00 is a great time to call realtors....

If you know them...

Message to leave.....

If you know them— Hey Realtor— this is Ed—was thinking about you this weekend. Give me a call to see how your weekend went & to brainstorm. 740-xxx-xxxx

If they pick up....

_____, We have quite a few new products available that I would like to review with you. Do you have 20 minutes Tuesday or Thursday so we can meet? I can meet you at your office or where ever else would be convenient for you.

If you don't know them...

Message to leave...

A new realtor — realtor this is Ed— I've heard a lot of good things about you— give me a call at _____ (if you don't know them — they may call thinking it's a lead but surprisingly not all will call back)

If they pick up...

This is _____. I see your signs everywhere and your one of the best realtors in town. I don't know if you know me but I'm one of the best lenders in town — if we meet for 20 minutes I think I can help your business increase 10%. How does Tuesday or Thursday look?

Batting Order

- 1 • Someone you've done business with in the past.
- 2 • Have a buddy lunch with another realtor who can vouch for you.
- 3 • Join 3-4 networking groups.
- 4 • Call someone with a testimonial from a well-respected realtor.
- 5 • Contact a realtor who you both have a mutual friend.
- 6 • Cold call.

Give Value Before Seeking Something of Value!

If you don't know them...

Good morning! This is _____ with Equity Resources Mortgages.

I help realtors sell more homes by closing on time, refer customers back to you and by expanding the eligible customer pool available to buy your listings. Go ask _____ in your office how I helped her close the _____ file and she thought I was amazing. _____ couldn't believe we closed that loan & how quickly it closed.

I'm calling today to schedule a 20 minutes coffee meeting to learn a little bit more about you and share some information about my 5 unique programs others are using to sell home homes. How does Tuesday or Thursday look for you?

Give Value Before Seeking Something of Value!

The “no” or “I’m busy” or “Email me some information... Objection:

I understand you don’t have time. I wouldn’t waste 20 minutes of your time or mine. We will stop at 20 minutes exactly unless you have more questions about my examples of creative mortgage solutions. How does Thursday or Friday look?

I already have loan officers I work with... Objection

Objection 2: I understand you have another relationship, many of my realtors do also. But sometimes we have the right idea or tool for the client. We will stop exactly at 20 minutes — and I will respect your other existing relationship. Yet, this way we know enough about each other in case you get that one customer your other lender can’t help. How does Thursday or Friday look?

Give Value Before Seeking Something of Value!



To: Kathy Chiero
Subject: Meeting

Hi Kathy,

We have quite a few new products available that I would like to review with you. Do you have 20 minutes sometime in the next week so we can meet? I can meet you at your office or where ever else would be convenient for you.

I look forward to talking to you,

Derek Good | Mortgage Specialist | Equity Resources, Inc.

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Email DGood@calleguity.net

Licensing Information: Derek S. Good NMLS 55014. Ohio MB800302, LO.007877.

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Give Value Before Seeking Something of Value!

Listing agent—can be a friend or a foe. Plant the seed from day 1 to be a friend.

Listing Agent call day 2 of purchase contract

My name is Ed Rizor – Congrats on selling 123 Main Street. I am representing Joe Smith and rest assured this loan will close on time. Does your seller need this money to buy the next house? Are they nervous? Does your seller have financing? Are they doing Simo closing? Would it be helpful if I had the HUD1 3 days prior to closing for your seller?

Let me tell you about what we do at my company. We commit to have the HUD 3 days early and believe in a lot communication. You will start getting updates every Tuesday from me along with updates as the file moves from appraisal stage to underwriting stage and document stage. Is this number a good number to do this? What's the best way to get best ahead of you?

So let me ask— If we do get the HUD 3 days early and I do keep you updated weekly... can I earn a cup of coffee with you afterwards?

When clear to close and set—Mrs. Realtor when do you want to grab that cup of coffee?

Give Value Before Seeking Something of Value!

Six principles for cold calling:

1. You are going to hear “no.” It doesn’t mean anything.
 - a. Believe in yourself. Be confident.
2. You must differentiate yourself with value.
3. You must identify yourself as a value creator.
4. You must have a script. Write one. Practice it. Be confident with it but go natural — don’t read it.
5. Your singular goal is an appointment.
 - a. You are not relationship building or trust building.
6. You are going to have to push for that appointment.
 - a. Push back —ask 2nd time.

Cold calling outline:

1. Be quick and direct.
2. Watch your tone and pitch (be happy.)
3. Identify yourself.
4. Introduce your value creation.
5. Ask for the commitment you need.
6. Prepare and expect objections.

Give Value Before Seeking Something of Value!

_____ This is _____ with Equity Resources Mortgages. I've heard a lot of good things about you and I'm a lender. _____, I have a prequalified buyer I would like to give you. I would like to explain more about what I do and how I can help you sell more homes. Again I have this prequalified buyer and I would like you to help them find a home. So do you have 20 minutes for coffee on Tuesday or Thursday?

Give Value Before Seeking Something of Value!

Call Top 10 realtors once a week for 8 weeks. Then stop.

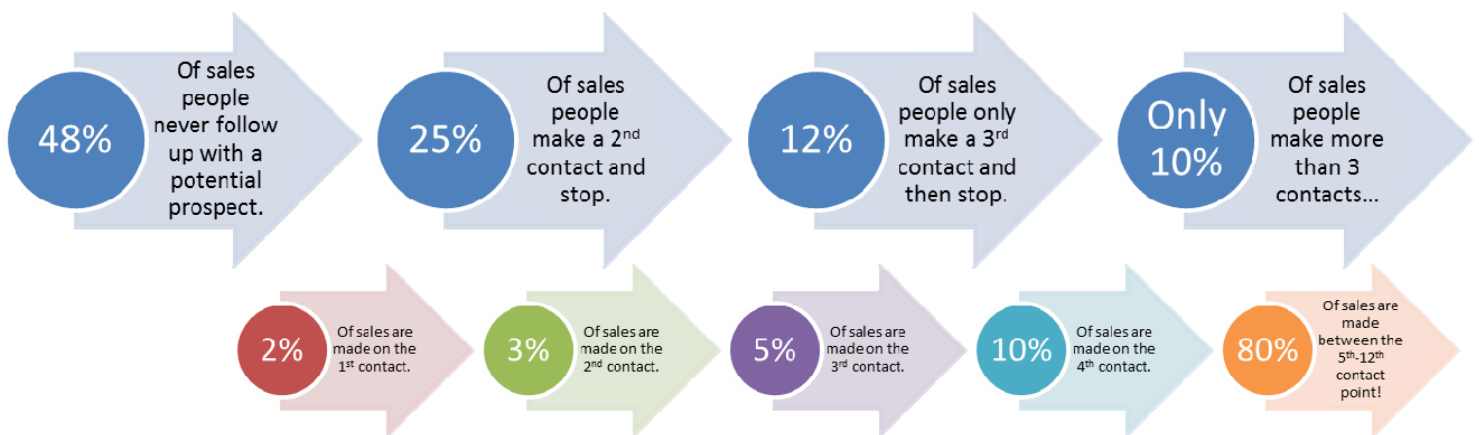
This is Ed Rizer...I was given your name by ____ and was told to call you. Do you know _____? I will be in his office tomorrow and I wanted to stop by afterwards around _____ tomorrow? (triangle of trust) or I'm a friend of _____ he said I should call you — I'm _____.

This is Ed Rizer... I see your signs everywhere and your one of the best realtors in town. I don't know if you know me, but I'm one of the best lenders in town – if we meet for 20 minutes I think I can help your business increase 10% — How does Tuesday or Thursday look?

No.... _____ I know you make a lot of money — I make a lot of money — I know together we can find a way to help you sell more homes and thus make you more money. Let's have coffee – invest 20 minutes and make more money in 2014. How does Tuesday or Thursday look?

Be strong when you call a realtor. Be confident. If they are top realtor, they are always interested in making more money. Don't over talk. Ask a few questions and stop talking.

The Sales Cycle



Give Value Before Seeking Something of Value!

New realtor 1st month: Talk to weekly. Face to face 2 times.

2nd Month: Talk to bi-weekly: Face to face 1 time.

3rd Month: Talk to bi-weekly: face to face 1 time.



Goal: Be consistent and be prepared.

Give Value Before Seeking Something of Value!