



TURNING PROSPECTS INTO CUSTOMERS

SAMPLE SCRIPTS



Select and Connect

Hi, Mary! This is Sue from Star Agent Title Agency. I just received the paperwork on the Murphy to Morgan transaction. I see that you are the listing agent. Since you and I have never met, I thought I would give you a call to introduce myself. I'm looking forward to working with you on this transaction.

I'll be in your area next Tuesday and would like to stop by to update you on this file and to get some information from you. I want to be sure everything goes smoothly and that we meet your expectations on this transaction. Is 2 o'clock convenient?



Pre-Settlement Interview Meeting

Hi Mary. It's so nice to meet you today.

As I mentioned during our phone conversation, my office is committed to keeping you up to date on the Murphy to Morgan closing. Title has been ordered and Julie in my office is working on the loan documents. Here's her contact information. Give her a call if you need anything or have any questions. We want to be sure we meet all your needs throughout the process.

Tell me, where do you currently direct most of your business? What are some of the things they do that you especially like?

If there was one thing you could add to the service you're receiving from your title vendor, what would it be?

I understand that the Morgan's are First Time Home Buyers. Is there anything specific you'd like me to communicate to Julie about them? Anything else?

Great, thanks for your time. We will keep you posted on this file.



**Weekly
Status
Update**

Hello Mary, this is Sue at Star Agent Title Agency. Before I head out for the weekend, I thought I give you a quick call to update you on the Murphy to Morgan transaction. I'm happy to report that everything is in order (title work is done, and the survey will be here on Monday) We are on track to close on June 30. Please feel free to pass this info on to the sellers. If you have any questions, here's my direct phone number. Have a great weekend.

Hello Mary, this is Sue at Star Agent Title Agency calling to update you on the Murphy to Morgan transaction. We just received the title report and discovered an outstanding mortgage granted by a prior owner. This should have been released when the Murphy's bought the property. The good news is that we are on it and anticipate having the release in time for the closing on June 30. Everything else is in order. Feel free to contact me if you have any questions. Have a great weekend.



**Post-
Settlement
Meeting**

Hello Mary. Thank you for taking the time to meet with me again. It was great working with you. Now that the Murphy to Morgan deal has closed, I'd like to know how we did. Was your experience with our office a positive one? Did we meet or exceed your expectations? Did you find our closers communications with you helpful? Is there anything specific about your experience that you would like me to communicate to our management team? Is there a transaction right now that we could handle for you?

Hi Joe. Thank you for taking the time to meet with me again. I know the Murphy/Morgan closing was a difficult one, but now that it has finally closed I wanted to circle back around and get some feedback from you. I'm hoping you can help me identify how or what we could have done better to prevent the problems. Is there anything specific you can share with me about our process or service? Based on this transaction do you have any suggestions on how we could improve the closing experience for you and your clients? I'm hoping we'll have another opportunity to work with together. I know we can exceed your expectations. Would you be open to having me check back with you in a few weeks to see if there is anything we can help you with or if you might have a deal you'd consider placing with us?



**Cement the
Relationship**

Marcus, I want to thank you for the opportunity to work with you again. Taylor will handle your new transaction; however, be assured that all of us at Star Agent Title Agency are dedicated to providing you and your clients with the best closing experience possible.

You can call on any member of our staff at any time and we will do our best to make sure that all your needs are met.

Marcus, it was a real pleasure working with you on the Murphy closing. It was great to learn more about you and your business today. I realize you don't have a new order you can place with me today, but I would like to check in with you in the next few weeks to see if you have a file that we could handle. Would a week from Friday be a good time to follow up?