



Tip 19:

Scripts and Tips for Telling Your Clients about AnnounceMyMove.com

The following scripts have been written by REALTORS® for REALTORS®. They have been used in Listing presentations, and tested with great success by our most active members. Our Marketing Team has created three scripts for you to use when explaining AnnounceMyMove to your client.

[What to do at Listing Presentations](#)

[\\$10,000 tip](#)

[Script](#)

[TIP – Write an example letter for your sellers](#)

[Open House Presentations](#)

[Script](#)

[Tip – Host a special “Friends Only” Open House!](#)

[Closing Gifts](#)

[Script](#)

At the Listing Presentation:

Listing presentations have ALWAYS been important. **This is your ONE AND ONLY time to impress a potential seller.** Each seller is wondering “Why should I list my home with you?” This is your chance to create the “WOW factor” in your presentation.

Studies have shown that one of the items sellers are most concerned with include “internet exposure”. There is so much consumer advertising selling home search engines that savvy sellers want to know how you are going to market their property online. Additionally, demands for virtual tours are also being requested by sellers who have experienced home search engines. They know that if a virtual tour is available, a potential buyer surfing the internet is more likely to spend time on the listing (it’s MORE FUN with pictures and tours). Online buyers want to see the home before they actually make plans to visit it in person!

AnnounceMyMove offers you an additional “arrow” to add to your “Marketing Quiver” which addresses these concerns and impresses your prospects! Our Listing Announcements get you immediate web presence – EVEN BEFORE YOU TAKE THE LISTING!

Here is a \$10,000 tip to get you more listings!

Before you step foot in the home to meet the prospective seller, take 15 minutes and create a Listing Announcement. Drive by the home and take a picture of the house from the street – just like you would if you HAD the listing. Then, go back to your office and create a Listing Announcement – again, as if you already had the listing. Be prepared to show the Listing Announcement at the appointment – either in a “live” or offline format. If you have online access at your meeting, you can pull up the announcement right there at the meeting and show them that you have web-presence! If you don’t have internet access (or as a back-up plan) we recommend you save the webpage so you can show your prospect while offline.

[Watch Tip #20: How to Save Your Announcements for Offline Access.](#)

Listing Presentation Script:

“Mr. Seller, there are lots of ways that we will market your property. We will do all of the traditional things that agents do to get exposure to our listings. But we want to let EVERYONE know that your house is for

sale, including your social network. I can't do that as well as you can. We have a way to reach out to your social network that does not appear as a solicitation or an advertisement about me. And, we want to encourage your contacts to forward this information on to their data base as well. We are going to send a viral marketing message that will be opened because it came from someone that they know and trust."

"I am going create a Listing Announcement for your property. (show them an example). It is a customizable webpage that will showcase your house with pictures and captions, and we are going to link the virtual tour (if you have one). All I ask is that you write a personal message to your contacts and forward this announcement off to everyone on your email database. I will not have access to your email list and neither will AnnounceMyMove, the service I use to create this announcement. You can feel secure that your privacy matters to us."

We want you to encourage your friends to pass on the announcements to people they know who may be interested. This marketing technique has a "viral" effect in that it can be passed from one person to another through email. I will even write this message for you. All you have to do it forward it to your contacts via email and post it onto your Facebook wall if you are a Facebook user.

"We need to let as many people as we can know that your house is for sale. We never know where we are going to find a buyer. It could be your next door neighbor's best friend, someone from your church group, moms club, or poker group. The more people who know that your house is for sale, the better the chances are that we will find a buyer quickly and at the best price.

Mr. Seller, I am going to do the same thing. I am going to forward an announcement off to everyone on my email database." This is going to inform all of my past prospects and clients that your home is for sale. These people have already worked with me in the past, and I have earned their trust. If they know of a buyer, they will pass on the announcement, and introduce me to him/her.

"The best part is that, because it is a webpage versus a printed postcard, we will track how many people look at the announcement, visit my website, and email me about your property."

About how many people can I expect you to connect with and expose to this listing announcement?

TIP – Write an example letter for your sellers to be used the Announcements

Here is an example letter which you can cut and paste and use in the **CLIENT COMMENT** section of the Create Announcement Wizard. This is an example of what you want your client to write to their contacts to make this a "viral" marketing tool. After inserting this letter in the CLIENT COMMENTS section, many of our members will DEACTIVATE the Client Comments by checking "I do NOT want my clients to edit this section." This will lock in the content and not allow your clients the ability to edit the letter. You have written the letter for your client – they don't need to do anything. All they have to do is simply forward the email! However, some Agents like to allow their clients the ability to edit the letter. The preference is up to you.

[Click here to open the script below in Microsoft Word](#)

Hey Everyone!

We just listed our house with (insert your name here). We could really use your help in finding a buyer in this tough market. If you think you may know someone who would be interested in this property, please feel free to pass this announcement on to everyone on your email database. Thanks again for your help!

Your Friend,
(Insert Seller's Name Here)

If you Offer to do an Open House:

"We are going to ask you to do the same thing when we have an Open House. I will send you the Open House Announcement early enough in the week. You will have plenty of time to send it to your contacts. I really need your commitment to send this announcement to as many people as you can so that we encourage people to stop by and visit us at our open house."

Tip – Host a special "Friends Only" Open House!

Consider using our Open House announcements for a special "Friends Only" open house. In the CLIENT COMMENTS section, encourage the invitees to forward the announcement to anyone they know who is interested in buying in the area. This will create a viral effect and get immediate exposure to the listing!

At the End of a Transaction - the Closing Gift:

"When you get ready to move Mr. Seller, I will put together a Moving Announcement for you as my way of saying thank you for allowing me to help you through the buying and selling process! You can share the news of your move with all of your new contact information. You can add a personal letter and even a photo of your family...it's totally up to you as to how much you want to customize YOUR page. There is even a link to give your friends driving directions to your new address."

"There is a very user-friendly interface that allows you to customize the announcement and forward it to whomever you want to, using your email system. In that regard, it is a very private and secure way of announcing your move to your friends and family. And, your friends will LOVE seeing this fun, interactive webpage about your move!"