

# BUYER SCRIPT

## *Active Buyers*

Prior to calling, email each active buyer the **How to Stay Healthy While Searching for a Home Protocol** sheet and ask them to review

Email Script:

Hi There,

Some home buyers have posed questions around keeping themselves safe while looking for a place to call home during this dynamically changing landscape.

In an effort to be proactive and partner with you on formulating a plan on how you wish to proceed, I am sending a flyer I would like you to review. I will be calling you shortly to discuss these protocols and chat about what steps you would like me to take moving forward.

Warm Regards,  
Agent Name

This below script shall be used to help you start a candid discussion with the buyer as how they wish to proceed. Feel free to make any revisions you need to best service your customer.

**Agent:** Let me start with how are you doing? (then listen and respond accordingly)

The reason for my call today is I want to have a candid discussion with you as how you wish to proceed with searching for a home. We have two options at this point and I want to discuss them both with you.

Option one is to continue looking for your home. If this is the option you choose, I want you to know that myself along with my company will be implementing certain precautions to keep you safe. I emailed you a list with all of those precautions for you to review and decide which ones you would like to implement and if there are any others you would like added to the list as well. If we choose an option like tissue and gloves, we need to determine where those will be placed within your home to help reduce the areas that any potential buyer would touch.

Option two would be for us to temporarily postpone your search. If you choose this option we need to determine how long you want to wait. I wish I had a crystal ball to know what rates will do and what inventory will look like in a few weeks once our country starts to bounce back.

If you choose to continue searching for your home, please know that us along with all major real estate companies throughout our market area are taking extra precautions to keep you and our community safe. There is not a right or wrong decision here and we simply want to ask you how you feel and how you wish to proceed?

---

# W E G O T Y O U

---

# BUYER SCRIPT

## *Under Contract*

This below script shall be used to help you start a candid discussion with the buyer as how they wish to proceed. Feel free to make any revisions you need to best service your customer.

**Agent:** Let me start with how are you doing? (then listen and respond accordingly)

The reason for my call today is to have a candid discussion with you as to what should happen in the coming weeks while you are under contract. Now that you're under contract we will make sure to ask the seller to not allow any further showings to prevent the amount of unnecessary people coming into your new home. We do have an addendum we can add to your contract that allows for the delay of closing in the event you or the Seller are affected by Coronavirus. Is this something you'd like to discuss and review?

Do you have any concerns that you want to talk about at this time?

**Optional Script if Buyer is worried:** Regardless of the timeframe we are affected, you will need a place to call home. The great thing about purchasing a home is it will give you the ability to skip the following month's payment after closing which gives you a little break in your expenses.

I wanted to let you know that I unfortunately will not be attending the closing in order to help keep you and our office staff safe but will review any documents necessary prior to your closing.

---

# W E G O T Y O U

---

# SELLER SCRIPT

## *Active Listing*

Prior to calling, email each active seller the **How to Stay Healthy While Selling Your Home Protocol** sheet and ask them to review

Email Script:

Hi There,

Some home sellers have posed questions around keeping themselves and their homes safe while their home is listed and actively being shown during this dynamically changing landscape.

In an effort to be proactive and partner with you on formulating a plan on how you wish to process, I am sending a flyer I would like you to review. I will be calling you shortly to discuss these protocols and chat about what you would like me to do moving forward.

Warm Regards,  
Agent Name

This below script shall be used to help you start a candid discussion with the seller as how they wish to proceed. Feel free to make any revisions you need to best service your customer.

**Agent:** Let me start with how are you doing? (then listen and respond accordingly)

The reason for my call today is I want to have a candid discussion with you as how you wish to proceed with your listing. We have two options at this point and I want to discuss them both with you.

Option one is to continue marketing your home for sale. If this is the option you choose, I want you to know that myself along with my company will be implementing certain precautions to keep you and your home safe. I can provide you a list with all of those precautions for you to review and decide which ones you would like to implement and if there are any others you would like added to the list as well. If we choose an option like tissue and gloves, we need to determine where those will be placed within your home to help reduce the areas that any potential buyer would touch.

Option two would be for us to temporarily remove your house from the market, which would suspend your days on the market but prevent any showings and any marketing to happen during this time. If you choose this option, we need to determine how long you want to keep the home off the market and when you want it to go live again and for marketing to continue.

If you choose to continue with marketing your home, please know that us along with all major real estate companies throughout our market area are taking extra precautions to keep you and buyers and our community safe. There is not a right or wrong decision here and we simply want to ask you how you feel and how you wish to proceed?

---

# W E G O T Y O U

---



# SELLER SCRIPT

## *Under Contract & Not Yet Listed*

The below scripts shall be used to help you start a candid discussion with the seller as how they wish to proceed. Feel free to make any revisions you need to best service your customer.

### **UNDER CONTRACT**

**Agent:** Let me start with how are you doing? (then listen and respond accordingly)

The reason for my call today is to have a candid discussion with you as to what should happen in the coming weeks while your home is being sold. Now that it's under contract we will make sure to not allow any further showings to prevent the amount of unnecessary people coming into your home. We do have an addendum we can add to your contract that allows for the delay of closing in the event you or the Buyer are affected by Coronavirus. Is this something you'd like to discuss and review?

At this point the only people that should be coming to your home would potentially be the appraiser and service providers. We will need to make sure to have all repairs completed prior to closing. Based on your closing date we can delay some of these repairs from happening immediately, but need to give ourselves time to get them completed prior to closing.

The only other people who may come to your home would be the buyers for their final walk-through. We have a safety protocol sheet we will provide to keep them and you safe and help prevent the spread of any virus.

I wanted to let you know that I unfortunately will not be attending the closing in order to help keep our office staff safe but will review any documents necessary prior to your closing.

### **SELLER NOT YET LISTED**

**Agent:** I am excited to work with you on the potential of marketing your home. Due to the current state of our economy, there may be times where you and I choose to video chat instead of do in person meetings. However, that will not affect any service I'm able to give you.

In order to make you feel comfortable with moving forward in marketing your home, I wanted to share with you a **How to Stay Healthy While Showing Your Home** protocol sheet that my company and I are using to make sure to keep your home, our community and potential buyers safe. I will take your direction on which of these items or if there's any additional items you wish for us to use. Luckily I was already using a lot of digital marketing techniques so not much will change in how I market your home. During my Marketing Presentation I will show you my extensive digital marketing platform such as virtual open houses, Adwerx Retargeting ad campaigns, video walk-throughs and more to make sure that your home gets maximum exposure. Plus, I use a digital signature platform so all negotiations, documents and revisions can be handled virtually as well.

---

# W E G O T Y O U

---