**Realtor Calls - How to build a new Market with agents you do not know.**

Hi……….., This is Brady, American Mortgage Solutions, we are new to this market and specialize in >>>>>>>>>>> I know you might not have heard of my company before, I run a mortgage brokerage and we have a lot of capacity and what I have found is that the process we offer is adding a lot of value and increasing success for the right realtors. I can see you have built a successful business you’ve built a great business in ((location)). I would really like to jump on a call and learn more about that, I’m really interested in learning what your goals are and see if theirs any opportunity with what we do that we might help you.. Maybe room for growth or some better quality loan programs you don’t have now.. see if any of the loan programs we have can help you. But for now I just really would like to get 15 m minutes and talk with you.

Will probably get some pushback from the agent. Hey we already have lenders

Rebuttal

Of course, you do. (Steve Kyles script) Hey I really want to be honest, I’m am coming to your market and I will be doing business, you will see my name, so do yourself a favor and at the very least you get to know me, you know what i’m about, other and who’s on the other side of the deal. You will know who your dealing with, you’ll feel more comfortable when my offer gets accepted on your house. So lets just chat even if thats all it is.

MIndset. I’m either going to be working with you or your competitors.

When do they tell you they have other lenders?

What's your current lender doing to help you grow your business? Mic drop.

Then from there, you sell the DSP…You sell the DSP from the perspective, Everything we do in the DSP is designed to help you protect and grow your business.

Everything we do we do for you.

I’m Calling:

Pre-approved lookings to protect your commissions. I don’t want you to lose that client

I’m calling the past Database because you don’t have time for it. I don’t want you to miss out on a listing. It would be terrible if one of your client that you didn’t have time to call had a job transfer and sold their house and you missed out on a commission because they forgot about you.

Everything we do we do for you. Once you start talking to people they don’t care if they sit down and talk to you.

Most agents won’t follow up on leads past 2 phone calls. We can be the 3-10 guy.

Agents won’t update. We do that for you, just get all your client under contract with me.

What is your current lender doing to help grow your business?

What do some of the lenders you work with do well? And if you could improve anything what would it be?

What is the intent of your call or voicemail?

Is the objection a brushoff or are they actually converting?

We communicate amazingly

We close on time

And we follow up on your leads

**How to get an listing agent to set an appointment with you**

Hi Mr/Mrs agent we are handling the loan file for (address) when have worked together before and I’m so excited to work with you… We are known for smooth and flawless closings, however, we do things a little differently, and I’d like to schedule 10 minutes on a zoom call so that you won’t be surprised by how we do things differently.

We are asking for an appoint right up front.. What them through our process.