

The Ultimate **Script Guide** FOR AGENTS & LENDERS



16

Quick Scripts

TO GET MORE REFERRALS

+ MORE SALES + MORE COMMISSIONS!

Joe Simple's
**BY REFERRAL
ONLY®**








Discover what top agents and lenders say differently...

...that allows them to create a consistent stream of referrals coming into their business each and every week.

If you're a Real Estate Agent or Lender, this plug-n-play script guide is for you!

LEARN THE EXACT WORDS THAT TOP PRODUCERS IN OUR INDUSTRY ARE USING TODAY.

This is what's working right now:

-  Being Personal
-  Being Authentic
-  Being Consistent
-  Being Conversational
-  Really Listening



Script
1

For Sale By Owner \$250,000 Script

This is a script I wrote for a top agent who was looking for the most powerful way to open a conversation with a 'For Sale By Owner' (FSBO). We tested many combinations of words and landed on this exact script.

You can use this script on the phone, in person, in an email, or as a voicemail message.

The only outcome you're looking for from this exact script is "how long they will try it on their own" before they list.

HOW YOU ASK THIS QUESTION IS THE SECRET SAUCE.

When you read the script, you'll notice 2 reframing statements.

- 1** Don't refer to it as their home, but do call it "their largest asset."
- 2** Don't refer to them as selling it on their own, but refer to them as "representing themselves and TRYING to save money."

The word TRY means lots of work with no result. In this script, I embed the word TRY 7 times. That's the magic!

Before you read it, keep this in mind....

Experience shows that the highest paid agents have language skills to match their desired income.

You can't make \$250,000 a year if you sound like a \$35,000 a year agent.

HERE IS THE \$250,000 LANGUAGE:

*"It makes all the sense in the world to **TRY** and sell your largest asset on your own.*

*Actually, research says people who **TRY** to sell their largest asset on their own do it for one reason - they are **TRYING** to save money.*

*Yet research also shows that 95% of the people who **TRY** to represent themselves in the sale of their largest asset will **TRY** it only for a certain period of time. (pause) As a matter of fact, most people have a predetermined amount of time they will **TRY** it and ...*

*I was curious how long do you feel you are going to **TRY** before you consider having full-time professional representation on behalf of your largest asset?"*



Script
2

The “25 Magic Words” Slam Dunk Script

Anthony Jerome “Spud” Webb is an American retired professional basketball point guard.

Webb played in the National Basketball Association and is notable for winning a slam dunk contest despite being one of the shortest players in NBA history.

This dialogue is short, but it's a slam dunk!

EACH TIME YOU TALK TO SOMEONE ON THE PHONE TODAY, END BY SAYING:

*“Isn’t it nice to know that you have a **friend in the business** that you can feel comfortable introducing the people you care about to?”*



Now all you need to do is shut up and listen. 😊

Script
3

The Referral Tree Script

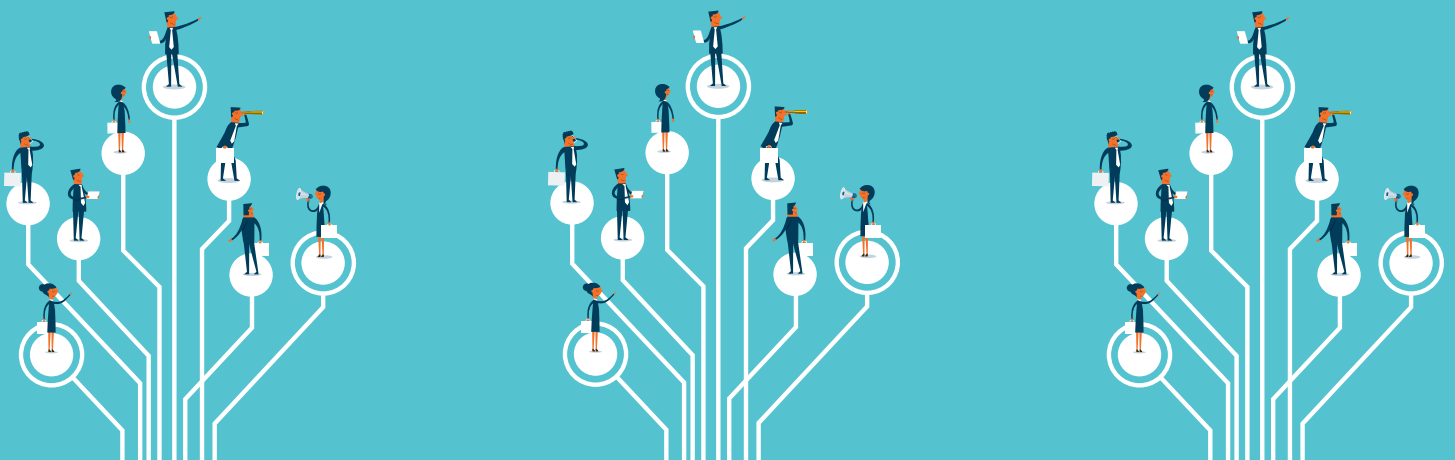
They will be happy you called....

And you'll be relieved that you called!

Think about a client who has had a big impact on your business.

They may or may not have done a transaction with you, but they did refer at least one person to you, which resulted in multiple transactions over time.

So find time today to call that client and share with them what has occurred on their referral tree.



HAVE FUN WITH THIS REFERRAL TREE SCRIPT:

"Hi (First name), I wanted to share with you what has happened with Tim and Sally since you introduced them to me 7 years ago.

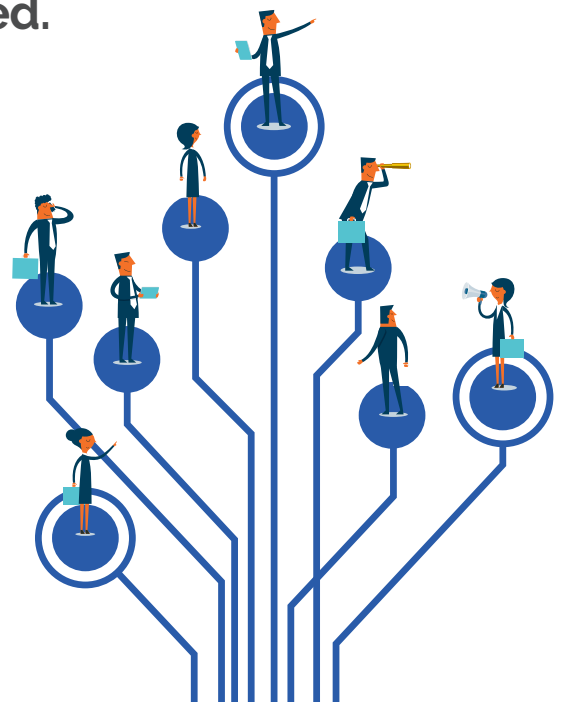
Tim and Sally introduced me to Ken and Sue, who bought their first home, and they introduced me to Carol who needed help selling her condo.

Carol introduced me to Kevin and Clair who bought a large ranch home, and recently they introduced me to Ron and Debbie who are now in the process of buying their first home.

I share this with you because I want you to know the impact you've had on all of their lives and mine, and for that I'm very grateful!"



The idea is not to ask for a referral, but to be thankful for what you've already received.



Script
4

The “Don’t Keep Me a Secret” Script

Sometimes people forget what you do. Don't let them by reminding them not to keep you a secret.

TEXT 5 PEOPLE YOU KNOW ONE OF THESE MESSAGES:

“(Hi Name), please don't keep me a secret, because I imagine you want the people you care about to get the best advice, don't you?”

Or

“The next time you're in a conversation with a friend from work, church, your gym or your country club and they mention that they are interested in (specific transaction that you can help them with) please, don't keep me a secret.”



It really is THAT simple!

Script
5

The Super Simple Conversation Starter

STOP BY TWO HOMES NEXT TO ANY LISTING YOU REALLY LIKE. (EVEN IF IT'S NOT YOUR OWN LISTING OR YOUR COMPANY'S LISTING) AND SAY:

Hi, I am _____, and as you know, the home at _____ is for sale.

I was wondering if you had a friend or a family member who might be interested in living in this area?



Allow the conversation to take it's natural direction and respond with an offer to stay in touch with them by email.



Script
6

The “Confidentiality” Script

“I just want to remind you that when you introduce me to a friend, family member or neighbor, I will always respect the confidentiality of our relationship, and I’ll never share anything about your private business with them.”



I did exactly what the “2 Referrals In 7 Days” program says, but I got seven referrals! Two of those have become clients and that’s brought me \$15,000 in commissions (so far).



Plus, thanks to this training, I’m now calling two past clients a day, which keeps me top-of-mind. I used to dread calling my past clients, but now I actually enjoy it.

By Referral Only systems have helped me reach my annual goal of 31 transactions and then surpass it by four additional clients.

— COLLEEN OLSON, Scottsdale, AZ

Script
7

The Appreciation Script

Appreciation is something all of us need and want more of... plus we always get more of what we appreciate.

STEP 1: PHONE SCRIPT:

Hi Larry, do you have a moment?

It's been said that a referral is introducing someone you care about to someone you trust and respect.

I wanted to call you and express my appreciation (again) for introducing me to Joe and Heather last year.

Thank you again!



Pause, listen and talk about whatever they want...

STEP 2: TEXT SCRIPT:

Follow-up with a text message re-expressing your appreciation that they trust you enough to introduce you to the people they care about.

Larry, I enjoyed connecting with you my deepest appreciation for trusting me to help your friends.



STEP 3: FOLLOW UP WITH A HAND WRITTEN NOTE:

Larry,

I enjoyed connecting with you on the phone today, and again my deepest appreciation for trusting me to help your friends, Joe and Heather.

Have an amazing day!



This combination of call - text - notecard has proven to be the most productive sequence of communication because it combine audible the call, visual the text and kinesthetic the note card.

Our data after measuring over 25,000 calls, text, and notecards proves every 4 times you complete this sequence you will generate one new opportunity.

So today call 4 people, follow up with a text then a note card using our exact language.



Before I discovered By Referral Only, I was a workaholic, 24/7. I was told that real estate was 7 days a week and you're never 'off.'

You answer a call whenever it comes in. But I always thought there must be a better way.

When I joined BRO, I had a vision of lifelong relationships with my clients, boundaries in my business, and having a healthy personal life.

Through BRO, I was able to realize all of these things. BRO helped me figure out "What do I do first?" "What is my next step?" "Which tools should I implement?"

Additionally, the BRO community is incredibly strong and supportive.

I have the most amazing friendships thanks to BRO.



— JAE WU, Los Angeles, CA

Script
8

The “Missed Opportunity” Script

With this dialogue, you’ll never miss an opportunity again!

One of the biggest missed opportunities in business occurs when a person says something like, “My Mom is thinking about moving.”

With this dialogue, you’ll turn every one of those opportunities into an appointment.

PRACTICE THIS DIALOGUE TODAY:

The client says my (Mom/Dad/Friend) is thinking of moving or refinancing, and you say:

Would you be comfortable telling your (person) about me?"

If they say 'yes', you say:

"I know that telling your (person) is the easy part, and I also know that getting me and your (person) into a conversation is the hard part.

I'm curious, what do you think is the best way to make sure that your (person) and I get into a conversation?"

I'm not going to tell you how this dialogue is loaded with "Neuro-Linguistic Programming" patterns, because if you've studied any NLP you can clearly see the embedded commands (be comfortable and make sure).



I loved getting started with By Referral Only. I dove right in, signed up for Boot Camps and put new systems in place. I generated four buyer leads that turned into \$14,000 in commission, and I still have two buyers in the pipeline that I'm actively working with.



— RICK PREISINGER, RE/MAX, Trenton, Ontario, Canada



Script
9

The Simple Seed Script

YOU'LL LOVE THIS SEXY LITTLE PHRASE THAT YOU CAN USE WHENEVER A PERSON CALLS YOU ON THE PHONE AND YOU WANT TO PLANT A SWEET LITTLE REFERRAL SEED JUST BEFORE YOU HANG UP.

"Isn't it nice to know that the phone number you just called me/ texted me on is the same number you can give to your friends when they need real estate/ mortgage help?"



You'll love how easy it is to say this, and you'll love how they will respond - have fun with this one!

I challenge you to do it 3 times today.

Script
10

The “I’ve Got Time” Script

DO YOU HAVE TIME TO HELP MORE PEOPLE?

If you have time to help a few new people either buy a home, sell a home, or get a loan, then send 5 text messages to people in your center of influence and use the “I got time message”.

*“(First name), just a quick message to remind you that I do have time to help you or anyone you know and care about!
Thanks, (Your first name)”*



When they respond in a positive way, your response is:

“Thanks and I know I can count on you and you know you can count on me.”

That's it. It's so simple, but so effective.

Script
11

The “Give What You Want” Script

Get referrals when you give referrals. It’s a simple mindset.

We get in life what we give. If we want love, we give love. If we want peace, we give peace. If we want money, we help others get it. If we want referrals, we refer others.

**SEND 3 NOTE CARDS TO PEOPLE IN YOUR DATABASE
AND INTRODUCE THEM TO A BUSINESS YOU ENJOY.**

(You could also text this but a card will really stand out and leave a lasting impression.)

(Name), Referring is my way of helping our local businesses that provide great products and services.

Today while I was at _____, I was thinking about you and how much you would enjoy _____. Here is the contact info. Let me know what you think.

(Your name)



Script
12

The “BIG 3 Invitation” Script

Take one small focused action daily to invite people to introduce you to the people they care about, express your gratitude to those whom have trusted you, and acknowledge people in a sincere way for who they are in the world.

WRITE 3 NOTE CARDS (OR TEXT) TO 3 DIFFERENT AGENTS WHO HAVE SOLD ONE OF YOUR LISTINGS IN THE PAST AND THANK THEM AGAIN FOR THEIR EFFORT ON THE TRANSACTION.

(Name) Today I was reflecting on how grateful I am to you for the effort you put forth in helping us get the Johnson transaction closed. Your follow-up and expertise during the transaction made it a joy to work with you. Thank you! (Your Name)



Script
13

The “Missing Contact Info” Script

“Hi [Name] - The reason I’m calling is I have a quick question for you - I’m going through my records and I have your cell phone number, I’ve got your home phone number, and I’ve got your email address, but I don’t have your physical mailing address. What is your mailing address?”



Tell them 3 things that you've got and then ask for the one thing that you need. Even if I only have one thing I could say “I have your first name, and your last name and your cell phone number but I don't have your email address. What is your email address?”



When I was introduced to BRO, I thought, ‘This is what I’ve been looking for to turn my business around!’ In a matter of 90 days of using BRO tools, I went from 5% to 45% referrals. I’ve learned that by providing an exceptional client experience, my clients are very happy to refer me.



— SCOTT ASBELL, Orem, UT

Script
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The Trust Script

This is how to use ***"trusting me"*** in a text message.

TEXT THIS SIMPLE MESSAGE TO 5 CLIENTS WHO HAVE REFERRED PEOPLE TO YOU IN THE PAST:

"I heard it said that 'a referral is introducing a person you care about to a person you trust.' Thanks for trusting me."



Appreciation is a powerful vibration and you can harness it's power simply by calling on the phone 2 clients whom have referred people to you in the past and express your appreciation.

Select two people you have not spoken to in a few months. It's ok if you've already thanked them in the past to call them again and express your appreciation.

Script
15

The “Hero” Script

“When you introduce me to a friend who needs my help, my #1 goal is make you the hero or make you the star for referring me.”



One of the first things I did when I joined membership with By Referral Only was get the Letter from the Heart, the Referral Reminder postcard and the newsletter out to the contacts in my database.



And the phone started ringing. In a short time, I had a few deals in the pipeline.

— JESSE IBANEZ, The Greenhouse Group, San Diego, CA

Script
16

The “I Don’t Know Anyone” Script

“Thank you for taking the time to think about it. Now that we’ve talked about it, chances are you’ll notice someone who needs my help. Would it be ok with you if I check back in 60 to 90 days to see if you noticed anyone who could use my help?”

“Who is the next person you know that is most likely to be moving? It could be a friend, family member or maybe a colleague...I know you know someone... who comes to mind first?”



WHAT'S NEXT?

It's Time To Push Past What's Holding You Back & Start Seeing REAL GROWTH!

This guide is a tool that can help you get on your way to more referrals. We can show you exactly how to use it and many other referral-getting, business expanding tools correctly, step-by-step, and amplify your results.

Allow Me To Give You A One-On-One Business Assessment & Strategy Session Worth \$400... for FREE!

It ALL Starts with one call. There's NO OBLIGATION. NO HARD SELL. No BS.

[**CLICK HERE TO GET STARTED NOW**](#)



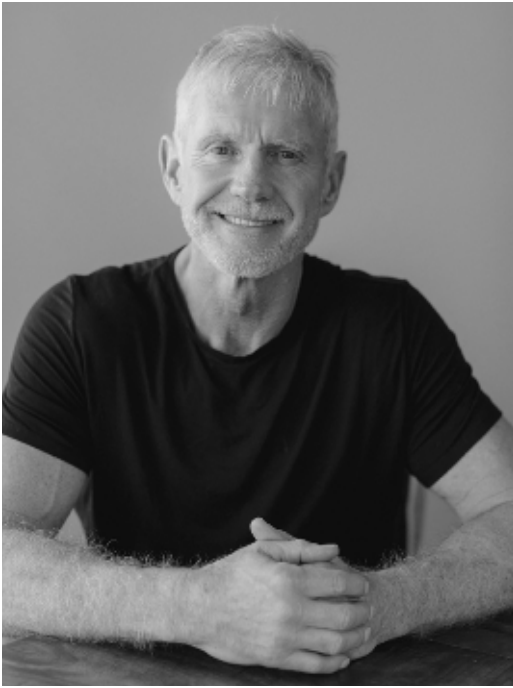
I have been teaching and supporting agents and lenders just like you for over 30 years. The journey to more leads, a successful business and fulfilling lifestyle all begins with a first step.



This call is the stepping stone to getting you on the path to where you truly want to be.

— JOE STUMPF, Founder of *By Referral Only*

READY TO ACCELERATE YOUR REFERRAL GAME AND START SEEING MORE CONSISTENCY, PROGRESS & CASHFLOW? [**CLICK HERE**](#)



About Joe Stumpf

Joe Stumpf is a well-known real estate teacher, author, thought leader and coach. He is a leading authority on getting referrals through relationship building strategy, and is undeniably one of the most trusted and recognized names in the industry. Where others come and go, Joe has remained the voice and authority of what works in real estate through every kind of market and every kind of challenge.

Joe has spent over 30 years touring the country and teaching his proven, referral gaining techniques and systems. In 1988 he founded By Referral Only, a community of agents and lenders

that have access to the tools, systems and strategies to build highly profitable businesses and more fulfilling lives.

Since founding By Referral Only, Joe has coached and mentored thousands of real estate and lending professionals and some of the top agents in North America, with his proven, step-by-step approaches to building a thriving business and achieving personal growth.

Joe's personal and professional mission is to be the best in the business at teaching the principles, providing the systems and modeling the behavior of refer-ability.

He is also the creator and founder of BroVance, an advanced coaching and accountability program of like-minded By Referral Only members who build their businesses through accountability and support from each other, ensuring their progress from stability to success to significance through daily, weekly, monthly and quarterly personal connections.

Joe and By Referral Only are fueled by philosophy, backed up with systems, structure and support to allow real estate agents and lenders to become the best version of themselves. By Referral Only is not only a great way to build a business... it's a great way to build a life.

Joe is truly dedicated to helping his community get from where they are, to where they want to be.