

Past Client Follow Up Script

The script below can be used 2 or 3 times annually to continuously attempt to provide customer service beyond normal expectations. Additionally, this script can be used interchangeably to ask for 3 different items at the end: 1. Referrals; 2. Online Reviews; or 3. Client Testimonials.

1. Hi _____, with ABC is is _____ with the _____ real estate team. I'm just calling as a customer service to check in with you to check in to see how you're doing in your new home. How has it been treating you?
2. What have you done to it?
3. Are you planning on doing any work or improvements to it in the future?
4. Would it help if I gave you the contact information of some professionals that we trust and regularly recommend that could help you get that done at a reasonable cost?
5. You see, we want you to think of us as your total home resource. Like your own personal Angie's List. So you can save yourself some time & frustration by letting us refer you to a tested & trusted professional for any homeownership needs that may come up. Would that benefit you?
6. *(Now Choose 1 of the 3 scripts below)*
 - REFERRALS
Oh and by the way, we prefer to run our business by word of mouth. We like to work with the people that know who we know. So with that said, do you happen to know anyone else looking to move in the near future?
 - ONLINE REVIEWS
Oh and by the way, what our clients think of us is of the utmost importance to us and our business. So would you mind taking a few quick minutes to give us a 5-Star review on (Google, Zillow, etc.) if I emailed you the link(s) right now?
 - CLIENT TESTIMONIALS
Oh and by the way, what our clients think of us is of the utmost importance to us and our business. So would you mind taking a few quick minutes to reply to an email with your thoughts about our marketing and customer service efforts so that we can use it in our marketing materials as a client testimonial quote?

Existing Client Referral Scripts

Top administrative assistants will ask for client referrals early and often in a systematic fashion throughout each transaction. They always bring up the topic just after listing consultations, after successful open houses, after offers are accepted, after inspection repairs are completed, after homes appraise, at closings, and after other successful steps in the transaction are completed. So, use any one of the 5 scripts below as much as you can:

1. We want to work with more clients like you, and we find that people looking to move know others in the same position. How would you feel about referring our services to them?
2. It's been really great working with you thus far, and we feel really grateful to Jane for introducing us to you. So I just wanted to take the time to be sure to ask you if you happen to know anyone else that is looking to buy or sell a home soon, and if you would feel comfortable referring them to us?
3. Who else do you know that needs to move right now?
4. You are so great to work with, and we find that people typically have relationships with similar people. Since we would love to work with more people like you, who do you know that might be looking to move in the near future?
5. Because you are in the process of moving right now, you will overhear a lot of conversations from different people looking to move when you are out and about. When you do, would you mind giving them our phone number and ask them to call us?