



ONLINE INQUIRES

AD Call Script:

Hi, I am calling regarding your ad on _____(Facebook etc)
Good, my name is _____ and I am the talent attraction
manager here at Canzell. With whom am I speaking?

Or

Hi _____, my name is _____ and I am the talent attraction
manager here at Canzell Realty. I am calling based on your inquiry to our ad
on (google/facebook)

- 1) What was it about Canzell that intrigued you and piqued your interest enough to reach out?
- 2) Are you familiar with Canzell and our passion for helping our agents succeed?
 - a. If yes, ask what about Canzell would they like to learn more about?
 - b. If no, Great, we are focused on growing in your market and we are looking for great agents to join our company and grow their business and income using our systems and tools. (focus on the thing that they said piqued their interest)
- 3) May I ask you how long you've been in the business? (Great)
- 4) Let me ask you, are you working full time or part time in the business?
- 5) How did you happen to choose the company you're with? (Good) Are you happy there? (great)
- 6) Would you mind sharing with me what it is you love about _____ (company)
- 7) Is there anything you would change at _____ (company) or anything you wish they provided to help you be more successful?
 - a. Discuss the system or tool at Canzell that will help alleviate that issue

8) See objection handling and closing—follow flow of conversation.

9) Complete with sending them to joincanzell.com and setting follow up appointment

Newer Agent Prospecting Script (1st 18 months)

Hi, my name is _____ from Canzell Realty. I wanted to call and congratulate you on deciding to build a career in Real Estate.

1. May I ask you how long you've been in the business? (Great)
2. Let me ask you, are you working full time or part time in the business?
3. How did you happen to choose the company you're with? (Good)
4. Are you happy there? (great)
5. Would you mind sharing with me what it is you love about _____ (company)
6. Is there anything you would change at _____ (company) or anything you wish they provided to help you be more successful?
 - If yes and we have something that they are looking for:
 - Did you know that Canzell Realty provides _____? If you had access to _____ do you believe that would help you personally be more productive?
 - Would you like to hear more about it?
 - OR
 - If I could show you proven systems and programs that would significantly increase your business and income by working smarter, not harder, would you be interested intalking about it? (Fantastic)
7. Are you familiar with Canzell and our passion for helping our agents succeed?
 - If yes, ask what about Canzell would they like to learn more about?
8. If no, Great, we are focused on growing in your market and we are looking for great agents to join our company and grow their business and income using our systems and tools. (focus on the thing that they said piqued their interest)
9. See objection handling and closing—follow flow of conversation.
10. Use closing scripts
11. Complete with sending them to joincanzell.com and setting follow up if not closed

Prospecting Experienced Agents

Cold Call Script:

Hi, my name is _____ from Canzell Realty. Congratulations on your success in the last year. I am doing a quick survey, calling a few top quality agents such as you to get your input and opinions on some issues. Can I ask you a couple of quick questions? (Great)

1. (If no) When would it be a more convenient time? (I'm not interested in changing companies)
2. I can appreciate that, I'm not asking you to change companies; I just would like your opinion on some Real Estate issues and market conditions. It will just take a couple minutes will that be ok?
3. What changes are you experiencing in today's market? Are you seeing any changes in the consumers' expectations or attitude? (Interesting) (have some stats ready to share with them as well. IE: inventory concerns, competing against a growing number of agents, 93% of clients say they will use their agent again but only 11% do)
4. What are your concerns about these changes?
5. What is the biggest challenge you are facing in today's changing environment? (Ouch)
6. How are you responding to the challenge? (Really) What do you see as your biggest opportunity in today's market? (Interesting)
7. Do you feel you are positioned to take advantage of these opportunities? (Really)
8. What is your company doing to help you take advantage of these opportunities in today's changing business environment? (Interesting)
9. In your opinion, what type of support do you feel a company should provide to their agents, in order to help them adjust to market changes and opportunities? (Terrific)
10. If I could share with you some of the things we are doing to help our agents take advantage of the opportunities and help overcome your challenges would that be worth hearing about? (speak directly to tools, systems that target them)

11. May I take a minute to tell you about an exclusive program that's literally putting thousands of extra dollars in our agents' pockets? (Cap and Rev Share info)
12. Use closing scripts
13. Send them to JoinCanzell.com and set follow up if not closed.

Company Benefits Phone Script

Hi, my name is _____ from Canzell Realty. You were referred to me by one of our agents. May I take a minute to tell you about an exclusive program that's literally putting thousands of extra dollars in our agents' pockets?

(If no) (Great) When would it be a more convenient time?

(I'm not interested in changing companies) I can appreciate that. I'm not asking you to change companies; I just would like your opinion on some Real Estate issues and market conditions.

It will just take a couple minutes will that be ok? (Fantastic)

1. Which agent referred me? I don't have their name in front of me, my agent either had a transaction with you or met you somewhere and views you as a true Real Estate professional, someone they would like to see work with us.
2. Are you familiar with our Revenue Sharing Program? (Your best company benefit)
3. You know, _____ (agent) in our office made an additional \$ _____ last year from Revenue Share alone! Would you be interested in making more money and increasing your bottom-line?
4. Let me ask you _____ (the name), what is the biggest challenge you are facing in today's changing Real Estate environment?
5. How are you responding to the challenge?
6. How is your broker helping you with these challenges?
7. In your opinion, what type of support do you feel a company should provide to their agents in order to help them adjust to market changes? (Good)
8. If I could show you proven systems, and tools that would significantly increase your business and your income in addition to giving you more time and freedom, would you be interested in talking about it? Set time.
9. Use closing scripts.
10. Send them to JoinCanzell.com and set follow up if not closed.

New Office or New Area – Phone Survey Script

Hi, my name is _____. I am with Canzell Realty and we are growing in your area and wanted to ask you a few quick questions. Will that be ok?

(If no) (Great) When would it be a more convenient time?

(I'm not interested in changing companies)

I understand, I'm not asking you to change companies; I just would like your opinion on some Real Estate issues and market conditions.

It will just take a couple minutes, will that be ok? (Great)

1. Do you do most of your business strictly in _____(city, market area)?
2. Are you working more with buyers or sellers?
3. What do you see happening in the market this year?
4. What, if anything about the next year concerns you?
5. What do you feel is the toughest challenge in _____(city, market area)? (Ouch)
6. In your opinion, what are the top three companies in _____(city, market area)? (Excellent)
7. Why did you select those three companies?
8. If you were to go to another company, would you choose any of the three you mentioned? Which one? Why?
9. In your opinion what should the ideal office or company offer their agents? (Get 4-5 ideas) (Perfect)

10. How do you generate your business?
11. What do you think are the 5 most important things a Real Estate company can do to help their agents to become more successful?
12. What services does your company provide to you?
13. Does your current company offer revenue sharing and health insurance benefits?
14. What other services would you like to see them provide?
15. Are you happy with the commission pro
16. How do you feel your present company rates to the ideal office on a scale from 1-10?
17. **If I could show you proven systems, and tools that would significantly increase your business and your income in addition to giving you more time and freedom, would you be interested in talking about it? Set time.**
18. If no, Invite them to go to JoinCanzell.com to see if there is any information they may find helpful.
19. Use closing scripts

Thank you very much for your time.

Additional Agent Questions for discovery

1. How long have you been in the business? (Good)
2. What did you do prior to Real Estate? (Interesting)
3. Why did you get into Real Estate? (Good for you)
4. Which of our agents do you know? (Great)
5. Are you familiar with Canzell Realty?
6. What do you see as your biggest challenge in the market today? (Ouch) (can lead to our technology and lead support)
7. How are you dealing with those challenges? (Really)
8. How is your current broker helping you with those challenges? (Interesting) (marketing suite, KvCore CRM etc)
9. What do you like most about your current office environment? (Great opportunity to transition to virtual if they are not big office people)
10. What do you like least? (Ouch) What do we have that overcomes that objection
11. If you could create the perfect office environment what would that look like? (Fantastic)
12. Did you achieve your income goals last year? And are you on track to exceed that this year? (Good) (Revenue share and Cap discussion)
- 12a. Where do you want to take your business? (I see)
- 12b. When you get there, how will it change your life?

13. How far along are you in reaching your goal? (Really)
14. How do you see yourself getting there? (That's exciting)
15. Where do you want to be in 1, 2, 3 years? (Wow)
16. How did you do the last 2 to 3 years? (I see)
17. Will you have to change the manner in which you do your business to achieve your goal? (Terrific)
18. What type of activities do you think you are going to have to do, in order to reach your goal? (Excellent)
19. Do you feel you have the tools at your current company to get there? (Great)
20. What support systems or coaching does your company have available for you? (Really)
21. Are you using technology? Do you have an assistant? (Good)
22. In your mind is there anything a company could do to assist you? What would that be? (Interesting)
23. How do you generally get your business? What percentage of your business comes from buyers vs. listings? (I see)
24. Do you prospect a geographic area? (Good)
25. Tell me about your past clients. Are you marketing to them? How often? (Fantastic)
26. What pieces are you sending out in your geographic area? (Great)
27. How often are you door knocking or warm calling the area? (Good for you)
28. Do you work expireds, FSBO's, or cold call? (Perfect)

Closing Dialogue at Meeting #1

_____, I have really enjoyed the opportunity to get to know you today and find out what is important to you and your business. _____, I have taken extensive notes and would like to review my notes and formulate a business strategy for you, I have some great ideas I would like to share with you that will impact your income immediately! Why don't we get together tomorrow at _____ and I will share these ideas with you!

5 Steps to closing at the 2nd interview

1. Present a company benefit that overcomes one or more of their challenges or hits on opportunities.
2. Provide evidence - Agent testimonial. Actual Cancell agent accomplishments
3. Ask them if they see value in it.
4. Ask the recruit how they would use this benefit in their business. How do you see yourself benefiting from this? (They are then selling themselves.)
5. Quantify conservatively how many additional transactions in the next 12 months do you see yourself doing with this benefit?

(Present your benefits, why do your agents stay at your office? What does that mean to the candidate?) (Present at least 5 benefits) Example:

1. Let me share briefly a few key benefits we offer agents and the many systems and tools our agents are using to significantly impact their income.
2. Advanced Sales Training - Our advanced sales training will give you the competitive edge. Our agents on an average do ten more deals a year per associate, than our competition. Ten more deals a year will give you an extra \$50,000 this year alone!
3. Administrative or Marketing assistance provided. Cancell Cloud, powered by Cancell branding,

(Attach a monetary value to each benefit) Example:

1. You mentioned you were trying to build a team. Were you aware that at our company we provide revenue sharing of company dollar?
2. Do you see that being a benefit to you? How do you see it being a benefit to you?
(Great)
3. Would it be safe to say, if you were receiving a few thousand dollars a month or year in passive income that you could meet your financial goals faster? Give example or show them the Canzell Rev Share Calculator.
4. Lets get started

Other examples at Canzell to use depending on conversation:

- Health Insurance and possible savings
- Marketing suite and technology provided (do they pay for it now)
- Leads and call center support
- Splits and cap (difference in capping alone can help them earn keep thousands more)

Closing Experienced Agents

Use the information you learned in the discussion modify these question to focus specifically on their challenges and opportunities and solve for their needs.

1. You mentioned at our last meeting you wanted to grow your business from _____ million to _____ million. (Excellent)
2. How do you see yourself doing that at your current company? By just working harder? (Really)
3. Based on all these benefits, tools and systems, we have spoken about, you acknowledged that you see yourself having an extra _____ transactions at our company with out working any harder. Or, if not interesting in doing more transactions--- did you see anything today that would help you be more efficient in meeting your goals? (KvCore, Leads department, Broker support)
Is that correct?
4. Those 10 transactions based on your average price would yield you an extra \$ _____ this year! You can't afford not to join Canzell. It's costing you money not being here. (Wouldn't you agree?)
5. I think you would also agree from what you have seen, not only will you make more money, and grow your business, but have a better quality of life in the process.
Won't that be great?
6. Wouldn't having the freedom to handle your business virtually, especially in our work from home or work from anywhere environment, with the tools to be effective be life changing? (Perfect)
7. How soon will you be ready to start? (Excellent)
8. In your mind what needs to take place to expedite a comfortable and smooth transition? (Fantastic)

Objection Handling: New and Experienced Agents

“I’m not ready”

No problem, I wouldn’t want you to do something you're not ready for. What additional concerns do you have? (Really) Solve for concerns

If you were ready, what would have to happen to make you feel comfortable at making the move now? (Great)

If I can resolve those concerns will you be ready to make the move right away? (Excellent)

(If no) No problem, may I ask, what other concerns do you have? (Interesting)

Have you seen our Revenue Share Calculator? Would it be ok if I ran you through that really quick?

“I have to close my deals”

I understand, You don’t want to incur any monetary loss in making a move. Let me ask you, when are your transactions closing? (Great)

Are they listings or buyer escrows? How many do you currently have open? (Good for you)

Have you reviewed your independent contractor agreement with regards to, leaving the company when an agent has open transactions? What does it say? (Really)

We are not interested in making money off your existing business. We are in this for the long run. Are you interested in building a successful future together? I don’t want cost or loss of business to stand in the way of a good business decision. You know you need to be here. Let’s figure out a way to make this happen now and get you what you want in the time you want. Won’t that be great?

"It's bad timing, I have too much business"

An agent of your caliber is always busy, there is never going to be a good time to make a move; generally agents in transition begin to wind down their business before they make a move. This could end up costing you thousands in lost production. Not something you want to see happen to you, right?

I will have your transition set up so you will hit the ground running. Wouldn't that be great?

In fact _____ (Your agent) who just recently joined us increased his/her production immediately after coming aboard. Isn't that exciting?

We sent out two mailings to all of his/her target market area and past clients. _____ (Your agent) picked up 3 extra transactions the very first month. Can you see how that could also work for you? Excellent!

The time to leave is when you are on top. Let's do it now!

_____ (Name), let's go through the paperwork.

"Commissions' Objections"

I don't want money to be the only reason you don't come over.

I'm curious ... what's more important to you ... a higher commission split, or actually putting more money in your pocket? If we can help you do more business and provide you with revenue sharing and company stock then it is not about the money it is about Canzell helping you build wealth and a long term business.

Let's break down the extra income you acknowledge you will earn here along with your business expense savings and convert those dollars into how much actual extra money you would earn. Use Canzell revenue sharing calculator!

As you can see with our company you will actually be earning more personal income. Isn't that what you want? Great, all we need to do now is simply sign the contract so I can help you get what you want in the time you want. Won't that be great?

“My broker promised to fix the problems and increased my split”

Great, let me ask you how has he handled your concerns in the past?

Why are they increasing your split and is it really just the split that will help you achieve your goals? At Canzell we are focused on you building wealth and a career not just your split.

Why do you think it has taken this event of you moving, for him to pay attention to your concerns? You mentioned some other challenges that are not easily fixed (CRM, Technology)

How much time will you give him to take care of these problems?

Based on your past experience with him do you really think he is going to change long term or is this just a quick fix out of desperation?

Can you really afford to wait?

Let's sign the paperwork and get you on the way today to earning more money in less time.

_____, sign the contract.

Experienced Agent Email Scripts

Dear _____,

How is it possible to increase your income? It's easier than you think!

Here at Canzell we offer multiple streams of revenue to help you earn more money including a company dollar revenue sharing program, company stock and great commission programs.

Go to joincanzell.com today to learn more and set up a time that we can answer the questions that will help you meet your goals

Respectfully,

Dear _____,

Too comfortable, feeling complacent or stuck? Is your business in need of being re-vitalized? If you have said Yes! to any of these questions, then perhaps you need some new ways to do more business-smarter!

At Canzell Realty we take the path of least resistance. We want to expand and improve our business. I invite you to join us in learning new ways to improve your results!

Continuous learning is part of our business strategy!

Growing our agents business is our focus!

Energize your career by considering a change today!

Go to joincanzell.com today to learn more and set up a time that we can answer the questions that will help you meet your goals

Changing Industry Email scripts

Dear _____,

In the next few years, we will not recognize the Real Estate industry as we know it today. The changes can be scary but very exciting as well.

Have you considered how the changes will affect you? Questions you must ask yourself: Is your company keeping up with the changes? Do they provide you the tools necessary to excel? Perhaps a change is required for you to maintain and grow your income level?

At Canzell Realty we are not only compelled to stay on the forefront of the industry, but we are helping to shape the future.

Our sales team is provided with cutting edge technology, virtual working environment with outstanding support systems and the programs to help you build personal wealth.

Our success is a direct result of our ability to foresee the future and get there first! Our systems and business plan position our sales team to do more business – and that means greater income potential – today and in the future.

Go to joincanzell.com today to learn more and set up a time that we can answer the questions that will help you meet your goals

Let's get together soon and discuss your future!

Respectfully,

Impressive Performance

Dear _____,

Congratulations on being a leader in the Real Estate industry! You are a shining star in the market and represent our industry with great professionalism.

It takes determination, organization and courage to be successful in this business and I applaud your achievements.

Respectfully,

Go to joincazell.com today to learn how we may partner together to achieve great things.

Market Expansion

Dear _____,

Due to the overwhelming growth in the Real Estate community in your area, Canzell Realty has made a commitment to expand our company in your marketplace.

Canzell Realty provides next generation services and benefits which have proven to be highly effective to our sales team in increasing their sales and supporting their professional goals and building personal wealth!

We would very much like to confidentially discuss your specific needs and how we can help you achieve your career aspirations and improve your quality of life.

Go to joincanzell.com today to learn more and set up a time that we can answer the questions that will help you meet your goals

I can be reached at (phone #), ext. (#)

I look forward to talking to you soon.

Sincerely,

