



Lender Script and conversation tips

(Because the consumer profiles on Qazzoo come from several real estate sites, social media, & Qazzoo directly, we recommend keeping your introduction generic, oriented around them simply filling out a real estate questionnaire)

“Hello this is (your name) with (your company or Brokerage) . I saw that at (time/date lead was created) you completed the online Real Estate consumer questionnaire and I want to help you with your Real Estate needs!” If your first connection is to a voicemail make sure you say your number twice. It can take an average of 3-5 contacts before a live contact is made, so if they don't answer on the first call do not be discouraged. Some will answer right away, some won't, but the more effectively you follow up the higher your closing percentages will be.

Once you are speaking with them on a live call, begin with general rapport building questions to the prospective homebuyer (examples below). Generally speaking, it is best to avoid jumping straight to financial questions. Initial questions such as the ones below are only to help build trust and allow the consumer to open up about what their needs are. Any Loan Officer can blind email rates and products, very few ask what the consumer wants.

- How soon are you looking to move?
- How many beds / baths will you need?
- Do you have children?
- Do you have pets?
- What size yard would work best for you and your family?
- Do you prefer having a deck or patio?
- Do you need a garage?
- Have you decided on any specific neighborhoods?

After the Homebuyer begins to open up, you can then begin financial questions.

If you ever feel like they are shutting you out, ask additional general questions. At this point you can direct them to your mini app. Every question is of equal importance. Buyers will almost only hesitate on providing information if you hesitate while asking. The alternate phone number should be asked in the exact same way as the social security number. Start the financials with, “before I can have a Realtor start showing you properties, we need to make sure you are prequalified”. Most buyers will be more than happy to continue from here and you should go

line by line down your mini app. If they are already pre-qualified offer a competitive quote by pointing our multiple inquiries for mortgage purposes will not drag down their score.