

## Use a “Hook” in Your Radio House Tour® Message and Generate More Leads

Potential homebuyers that drive-by the property are some of the most important and valuable prospects. Think about it, if someone is motivated enough to spend their valuable free-time to drive around a neighborhood and look at homes they obviously have motivation.

These motivated “drive-by’s” break down into two basic categories:

1. The curious or dream shopper – These may just be driving by, see the yard sign and be curious or they are in a neighborhood that right now they know they can’t afford but maybe able to sometime in the future.
2. The home shoppers that are “on a mission” – They are looking for a home, are in a neighborhood they can afford, want to buy, and are actively looking. These are your best prospects!!

Regardless of which category they fall in there is one rule you must always follow if you want to be successful in Real Estate...

### **NEVER OVERLOOK AN OPPORTUNITY TO SELL YOURSELF!**

Every veteran in the Real Estate business will tell you that to be successful in sales you must always follow the ABC’s of sales... Always Be Closing. With a 45 to 60 second commercial about yourself on every Radio House Tour® Message you will never again miss a drive-by “ABC” opportunity again!

#### **Don’t forget...**

Even dream shoppers want to purchase someday and they’re showing at least some motivation otherwise they wouldn’t be looking around. So when the time comes for them to buy wouldn’t you want to be on the top of their list?

If they are just dream shopping you have two ways to capture their interest. One, if they are looking at homes they know they can’t afford let them know you work with all motivated buyers (assuming you do).

Or Two, let them know when they are ready to sell their current home you can offer them a Radio House Tour® Message for their home too for FREE (if they work with you of course).

#### **The ABC of Sales**

Always  
Be  
Closing!

Using a Radio House Tour® Message for your listings does that 24/7!



For the serious shopper make sure they know you mean business. You can say something like:

“When you list with me you get access to using my Radio House Tour® Message Network just like the one you’re hearing right now! It’s like having me personally stand at the curb 24/7 and tell everyone about your home until it sells.”

When they hear a message like this it will defiantly grab their attention. For more information about how to write your Radio House Tour® Message please read the article “*Writing Effective Radio House Tour® Messages to Increase Showings and Sell Faster*” on our resources site.

The next step is to take their attention and turn it into a motivation to call you; this is how you do it. In every Radio House Tour® Message when you talk about yourself and how you’re the best choice for them. Don’t just say “call me” or “visit my website” you need to give them an incentive to contact you and one of the best words you can use is “FREE”.

We suggest when giving something way for free that it be considered of high value to the prospect with moderate (or no) cost to you. Make sure that it be something tangible that they can hold in their hands. Even if it’s printed off the web or a brochure (just make sure it looks professional and pertains to Real Estate.)

Make sure you have 2 free offers, one for homebuyers and one for home sellers. Also, if it’s a tangible item you have a reason to ask for their address. When they give it you can mail it or for much higher results deliver it to them in person. This is a great way to establish a relationship and quickly determine if they are a qualified lead.

**FREE!**  
This is one of the most powerful and attractive words you can use in the English language so use it to your advantage! After all, it did get you to read this statement. 😊  
P.S. The most powerful word you can use is their name.

For some great ideas on what use as your free offer read “*What Should I Give Away For FREE?*”

Some may ask “Why provide free offers to sellers and buyers, won’t your client find it self-serving?” The answer to that is just the opposite. When you explain to your clients that the key to selling their home fast is the number of calls and that every phone call their Radio House Tour® Message generates is another lead for their home.

Plus every other listing with a Radio House Tour® Message is creating an opportunity to be a lead for their home too! In other words when they use you they become a part of an ever-expanding network with leads coming in from not just their home but also every other home with a Radio House Tour® Message too.

---

Radio House Tour® and Drive-By Broadcaster® are trademarks of TAW~Global, LLC. All material is under copyright and no part may be reproduced without prior written permission by TAW~Global, LLC



Here is a sample script you can say to clients you are signing up

*“The goal to selling a home fast and for top dollar is to generate as many phone calls as we can about your home, the more calls the faster you will find a buyer. To do this effectively I make your house a part of my ever growing Radio House Tour® network.*

*It’s a proven fact that the most effective way to motivate prospects that drive by to call us is to include a strong script pointing out the key features of your property and with it include an offer for something free. When prospects call because of this Radio House Tour® Message and all the others in the network I’ll be able to show your home to everyone who’s right for it.*

The bottom line is more activity you can generate as a Realtor the faster their home will sell and free offers are the most effective method. When clients clearly understand this, they gladly accept the free offers on their Radio House Tour® Message. We strongly suggest you explain this before you setup the Radio House Tour® Message in their home so it doesn’t create any confusion or resentment in the client.