

Writing Effective Radio House Tour® Messages to Increase Showings and Sell Faster

You have the Drive-By Broadcaster® and are ready to record your Radio House Tour® Message what should you say?

Obviously every property will be different since no two houses are exactly alike but there probably will be things you don't need to change from location to location. This is where our 4-message box technology comes in handy.

Let me explain, when recording your Radio House Tour® Message you have the ability to store sections of the message in up to 4-message boxes and since you usually don't need to change your personal information or your sponsor's messages (we strongly suggest you use sponsors so they can pay for your broadcasters)* there is no need to re-record the entire message every time.

For example, most Realtors have a welcome message about themselves in box 1 (see the article *"Use a "Hook" in Your Radio House Tour® Message and Generate More Leads"* for more details) a message about the property in box 2 and two to four sponsors in boxes 3 and 4. However, if you want to use just 1 or 2 message boxes that is fine too you can structure it any way you want.

Don't worry if you didn't use all 18 minutes of recording time once the recording reaches the end the broadcaster automatically loops back to the beginning without any "dead air" and once the message is recorded you can lock it so others can't erase or change your message.

Don't forget...

You are the one that can close the sale so don't try to have the Radio House Tour® Message to it for you. Use it to grab the prospects attention and get them to take the next step and contact you.

What Should I Say?

Your message needs to draw in potential buyers with an emotional appeal that creates a sense of urgency to get showings and sell the house fast. The best way to accomplish this is to by building a strong call to action around the property's best features.

Remember the Radio House Tour® Message can't sell the house for you, that is your job but it does effectively grab prospects attention more easily and in greater numbers. It's up to you to close the deal so the more showings you can generate the faster it will sell. Never forget, Real Estate is a numbers game.

Here are some other tips to remember

Remember...

What you don't say in your Radio House Tour® Message can be just as effective as what you do say in getting more showings and selling the property faster!

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- Raise their attention by pushing their emotional hot buttons
- Tell them how easy you can make it for them to buy this property
- Use a statement in the beginning that will catch their attention
- Always, always, always put your contact information in the message
- Be sure to mention that you have other properties available

What Should I NOT Say?

No matter how well crafted your script is, it cannot close a sale. The main purpose of your message is to deepen the prospect's interest, to the extent that they take the next step and contact you.

- People today don't want to be sold they want to be helped so avoid the hard sell in your message
- Don't give too much information or go too long in the Radio House Tour® Message – The goal is to get them to take the next step and contact you.
- Don't just read a listing sheet to them; they don't want to feel like they're back in school again listening to a boring teacher.
- Don't adlib, have a script! Long pauses, mistakes, mispronouncing words, bad grammar, etc. can kill interest fast. Remember the message is a reflection of you and how well you can help them.
- Don't talk so fast that a prospect can't get all the information down or too slow that the prospects gets board.
- Be willing to re-record a message if it doesn't create a professional image. We also offer professional voices for this too.

What You Say...

Is a reflection of the home AND you. If it sounds too corny, pushy, or just plain bad prospects can be turned off quickly and even attribute that feeling to the property itself!

Here is how a typical Radio House Tour® Message is structured:

1. Your welcome message with:
 - a. Your name, number, email, website, etc.
 - b. Why you are their best choice in choosing a realtor
 - c. How a Radio House Tour® Message can sell their home faster
 - d. A strong call to actions with an offer for something that has a high perceived value that you can mail (or better yet hand deliver) for FREE. Make sure you have one for sellers and one for buyers.
2. About the Property
 - a. A catchy statement about the property to pique their interest
 - b. The basic details (helps qualify the house for the prospect)
 - i. The square footage & type of home
 - ii. Number of bedrooms & bathrooms
 - iii. Basic description of the rooms (living room, dining room, etc.)
 - iv. If it includes a garage, basement, etc.

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- c. Specific details – Focus on 1 to 3 features of the home that are its strongest selling points. Typical they are (in order of importance) Location, Price and Features (Inside and Out). For example:
 - i. What school system its located in
 - ii. Proximity to other things (park, library, stores, etc.)
 - iii. Price or its Price range – if they don't hear a price most people usually assume it's too expensive
 - iv. How big the yard, rooms or garage is
 - d. A strong call to action and repeat your contact information –
 - i. Get them to call you with a strong call to action and repeat your contact information. After all, this is the main reason you have a Radio House Tour® Message playing in the first place.
 - ii. This also prevents them going too long without hearing your contact information.
3. About your sponsors
 - a. 4 sponsors at 15 seconds works great but you can have more.
 - b. Don't go too long and bore them with several minutes of commercials (don't forget they are in their car and can just drive away)
 4. The wrap around – This is very important, since most people will tune into the message somewhere in the middle you will want to close the message by letting them know it will automatically repeat itself and then leave about 2 – 3 seconds of dead air so they know it has ended and is starting over again.

For a sample script read “*Sample Script of a Radio House Tour® Message*”.

We recommend the entire message be around 5 or 6 minutes. Since most TV commercial breaks are around 5 minutes most people are comfortable sitting there for that long. You can go longer if the situation warrants.

Remember when describing the specific details in your Radio House Tour® Message don't just read them off like a list but instead you want of evoke an emotional response to get them to call you. You do that by painting them a picture and getting them to see themselves in that picture. For example:

- Don't say “it has a huge back yard with fence”
- Do say “Families of all sizes will love the spacious backyard where they can play in the safety of a fenced in yard”

- Don't say “a large kitchen”
- Do say “You'll have hours of fun with family and guests as you spend time in the huge and newly renovated kitchen”



- Don't say "a 19' x 25' foot living room"
- Do say "Bring family time back with this full-size living room where everyone can relax and play together"

Also, when writing the call to action you want to use a strong motivator to get prospects to call you and the 2 biggest motivators for people are 1) fear of loss and 2) anticipation of gain. For example:

- (Fear of Loss) – "Don't miss out on this one-of-a-kind house! With so many desirable features it won't last on the market for very long so call today before it's too late."
- (Anticipation of Gain) – "Don't wait, call today and see for yourself how much fun your family will have with this home's efficient and open floor plan!"

Finally, remember the message is a reflection of the home AND you. If it sounds too corny, pushy, or just plain bad prospects will assume that is how you are and possibly attribute that negative feeling to the property too! Let's face it, not everyone has a radio voice that others want to listen to. This is why we also offer professional voice services to make sure it's a top quality production. You may be surprised by how cost effective these services may be. Look on our resources site for more details.

*For more information about using a sponsor read "*Using Sponsors in Your Radio House Tour® Message*".