

HARRIS

The Tom Hector System



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HARRIS

Just listed:

Hi Mrs. Robertson, its Tom Hector calling from Harris Real Estate

Just a courtesy call to let you know that number... has just been listed for sale.

Would you like me to let you know the sale price?

If no,

No worries, how long have you been in the area for? Are you planning to make a move in the next few years?

If yes

Thank you for your time and I look forward to letting you know the sale price

Just sold:

Hi Mrs. Robertson, its Tom Hector calling from Harris Real Estate,

You may remember I let you know a few weeks ago that number.. had been listed for sale. It has just sold for \$685,000 – it was a great result for the street and suburb and many or your neighbours have requested an idea on what their home may be worth. I will be on your street early next week would you be interested in finding the value of your home.

Offer two times – book and close

If you didn't speak to them when calling for just listed

Just letting you know that number ... on your street has just sold would you like to know the sale price?

If no

Thank you and have a good day

If yes

Refer to above

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Open for inspection call back:

- 1st call back
- 2nd round
- 10 day
- 21 day call auction invite or price reduction
- just sold call
- past call

Hi Hannah,

It's Tom Hector from Harris Real Estate,

You came through 83 Fisher St on the weekend; did you have any further interest in that property?

If yes,

Is there a price you would pay?

Arrange a second look if needed

If no,

Was it the property or the price?

We may have some other homes that are of interest to you, what is it that you are looking for?

We do sell a lot of homes in the area, sometimes before they appear on realestate.com etc. We may be able to get you through privately, would that interest you?

If I need to send you a pre-release brochure what is your mailing address.

Ah great spot how long have you lived there?

When you find the right home, what are your plans for ... ?

Have you had someone from Harris give you an idea on value?

Would you be interested in that?

If yes – book and close

If no – I will keep in touch, hopefully we can find you a home soon

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10 day after open for inspection call back:

Hi Hannah, it's Tom Hector from Harris Real Estate,

Just a quick courtesy call you attended one of our open homes a few weeks ago and I thought I would see if you have found anything yet?

If yes – Congratulations

(if second or third purchases ask about plans for current property – rent or sell)

If no – I would love to help you find something, what are you looking for?

What is your budget?

What is the reason for the move?

Do you have a moving deadline?

What suburbs are you considering?

Have you made any offers? Bid at any auctions?

Are you going to be using a bank? Where are you at with them?

Is there any chance I can come and see your place? It will give me a great idea of what you are looking for in your next property?

Auction Invite:

Hi Hannah, it's Tom Hector calling from Harris Real Estate,

Just a quick courtesy call, you came through 83 Fisher St a few weeks ago and I am calling to invite you to the auction this Saturday at 11:00am.

If yes?

We look forward to seeing you there, would you like to see the home again?

Would you need any variations to the terms – deposit, settlement date etc.

If no?

Have you found something else?

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Price reduction

Hi Hannah, it's Tom Hector from Harris Real Estate

Just calling to let you know that 83 Fisher St, which you viewed a few weeks ago has had a price reduction. They are now asking \$... for the property. Would you like to arrange a second inspection or make an offer?

Just sold call to someone who came to an open:

Hi Hannah, it's Tom Hector from Harris Real Estate

Just a quick courtesy, you may remember, you attended one of our open homes a few weeks ago. It has just sold for \$650,000. Are you still looking or have you bought something?

If have bought – Congratulations whereabouts?

If no – I will keep in touch and hopefully we can find you something soon, have any of your requirements changed?

Past OFI Callback

Hi Hannah, it's Tom Hector from Harris Real Estate.

You attended one of our open homes some time ago and we are just doing a quick survey to see if you ended up buying in the area?

If yes – ask where

If no – offer to help find home

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Past Client (anniversary call)

Hi Hannah, (purchaser)

It's been a year since you bought the lovely home from us. Have you been enjoying the home?

Good to hear, please keep us in mind should you ever have any other real estate plans.

Hi Hannah (vendor)

It's been a year since we sold the lovely home for you. Have you been enjoying your new place?

Good to hear, please keep us in mind should you ever have any other real estate plans.

CMA – follow up call

Hi Hannah, it's Tom Hector from Harris Real Estate.

You have been receiving our market report for the past year and I thought that I would check into see if that has helped you to work out the value of your home?

Do you have any questions/seek any further information?

What are your next steps?

I'd love to catch up with you to talk further about this, are you free next week at all ...

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Offer

Hi John, its Tom Hector from Harris Real Estate, I'm calling regarding your offer on 2b Lawson Ave.

How did you arrive at that figure?

Just so you know how the process works, I am going to take your offer to the vendors but as their agent they are going to ask for my opinion and I have to recommend to them that the offer is too low. So if they were to say no, what would your next price be?

If I had another buyer, with a higher offer would you like me to let you know or are you happy to miss out.

Well this is my main concern, I won't disclose your offer to another buyer and I won't disclose their offer to you. So it is in your best interest to put your best foot forward today.

Thanks, I will get back to you once I have spoken to the vendors.

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Cold appraisal:

Hello, is that Mrs Jones.

It's Jarrad calling from Harris Real Estate. I'm calling on behalf of Tom Hector as he is going to be on your street later this week having a look at one of your neighbours properties. I am calling to see if you would be interested in finding out what your home is worth as well.

If yes – offer 2 times, let them know it will be about 15 minutes, book and close. Ensure you get their first name and mobile number

If no – Thank you for your time and enjoy the rest of your day.

Past market appraisal:

Hi Hannah, it's Tom Hector from Harris Real Estate. You may remember I came to view your home a few months ago to give you an idea of its value. I thought I would quickly check in to see how things have progressed?

What are the next steps for you?

How can I help?

If I had a buyer could I mention your place or should I sell them something else?

I would love to catch up again are you free at all next week ...

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Buyer enquiry:

Hello Tom, My name is Melissa and I am just looking at the home for sale at 2b Lawson Ave Kings Park.

Thanks for the call, lovely home there have you had a chance to look through it yet?

No

Okay well I can arrange a private viewing for you – would tomorrow suit at 1pm or 4pm?
4pm would be good.

What features are you looking for in a home?

....

We do sell a lot of homes in the area, sometimes before they appear online, if I have one that may be of interest to you would you be interested in a private viewing?

Yes I would

So that I can send you a pre-release brochure what is your address?

...

Ah lovely, great spot, how long have you lived there?

...

When you do find the right home what are your plans for ... sell or rent?

...

Have you had anyone from Harris give you an idea on how much you could get?

No ...

Would you be open to me having a look?

...

We can have a further chat tomorrow, look forward to seeing you at 4

Bye

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Door knocking

Just listed

Knock

Hello, my name is Tom Hector from Harris Real Estate.

Just letting you know that number... on your street has just been listed for sale. If you have any family or friends that want to live in the area, it would be great if you could let me know.

Thank you for your time, enjoy the rest of your day.

Just sold

knock

Hello, my name is Tom Hector from Harris Real Estate.

Just letting you know that number... on your street has just sold for \$.... it was a great result for the street and suburb.

Have you had any thoughts of moving?

If yes open the conversation and gauge reaction and go from there

If no Thank you for your time, enjoy the rest of your day.

Thank you for your time, enjoy the rest of your day.

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Registering as a buyer

Buyer pack checklist:

- Thank you for registering letter
- Stamp duty calculator
- Harris living magazine
- Business card
- Note pad
- Recent sales

Letter template:

Dear

Thank you for speaking to me about your buying needs. I have registered your details with us and you will now receive:

- Emails about properties before they come onto the market
- A weekly email of the week's auction results and sale prices
- A weekly email of our property guide and page in the Advertiser attached
- A monthly email podcast, which includes a market update

If we have anything that may be of interest then I will be in touch. Also, if you find any properties that suit your needs then I can provide the following:

- Up to date information on recent sales in the area
- History of the property
- Whether it is fairly priced before moving forward with your purchase
- Assistance with negotiation
- Assistance with bidding at auction
- Assistance with obtaining finance at the best available rate

My main focus is to help make the buying process easy for you and ensure that you have a smooth transaction. Buying property is an important life decision and we would love to assist you during this exciting time.

Kind Regards,

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Call in appraisal

(Appreciate the call)

Could I please have your full name?

Where are you looking at moving too?

So I can do some research before I arrive, may I have a brief description of the property please.

For your information, we price a home based upon similar homes that sell in the area. Do you have a rough idea in mind of where your home sits in today's market place.

Okay great I will bring some comparable sales between ... and ...

I will also get a package dropped to you that will provide you with more information about myself and Harris.

Looking in the diary I can do tomorrow at 4 pm or 6 pm, which time would suit you best.

Finally can I please have your email address please

Thank you for the call and I look forward to seeing you at confirmed time.

Getting email addresses

Hello Hannah,

Its Jarrad calling on behalf to Tom Hector as a past client we would like to invite you to a movie night, may I please have your email address so that I can send you the invite

...

Thanks for your time

Bye

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Pricing

With PAR – CV page, building details page and rpdata page

Compare land size with capital value and internal living

Use rpdata and print 3 comparable sales in colour