

COVID-19

Follow Up Scripts



OVERVIEW:

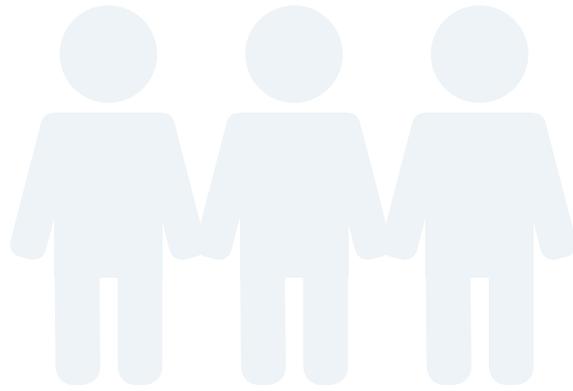
Follow-up scripts you can use over the phone, email, or on social media to connect with clients during this difficult time and remind them you're here to help.

Now is the time to stay connected to your clients. Every meaningful conversation builds trust and recognition, and will build the foundation for your business to thrive after the crisis is over.

Save or print these scripts so you can make sure you're prepared for every follow-up conversation.

WHAT'S INCLUDED:

- **Follow-Up Call Scripts**
Fill-in-the-blank strategies for staying in touch with your valued clients.



SCRIPT #1:

Showing Clients You Care

You have the rare opportunity to be a source of positivity and comfort for your sphere during these difficult times. Your first point of communication should be taking the time to show each person in your CRM that you care and that you're here for support.

"Hi [client's name], how have you been doing? I wanted to let you know I've been thinking about you and [spouse/children's names] during these difficult times."

▲ If you know your client has a spouse or children, be sure to mention them by name and ask how they are doing as well. Now is the time to be as personal and heartfelt as possible.

"If there is anything I can do to help you and your loved ones, please don't hesitate to let me know."

▲ We are all in this together, and by offering your ability to help, you're expressing your care and concern for the whole community.

"I hope you and your family stay safe and healthy, and I look forward to seeing how our community comes back together when this is over. Take care."

▲ This final note offers a sense of optimism, and also points out that you'll be there for your community long after this crisis is over.

NOTES:



SCRIPT #2:

Keep Them Updated on the Market

When times are uncertain, people turn to the experts for support. As an expert on the real estate market, you should be there to provide comfort to clients and prospects who are not only looking to buy or sell when this crisis is over but also may be looking to refinance or will need to downsize.

“Hi [client’s name], how are you? These are uncertain times, and I wanted to let you know that I am here to help you in any way I can.”

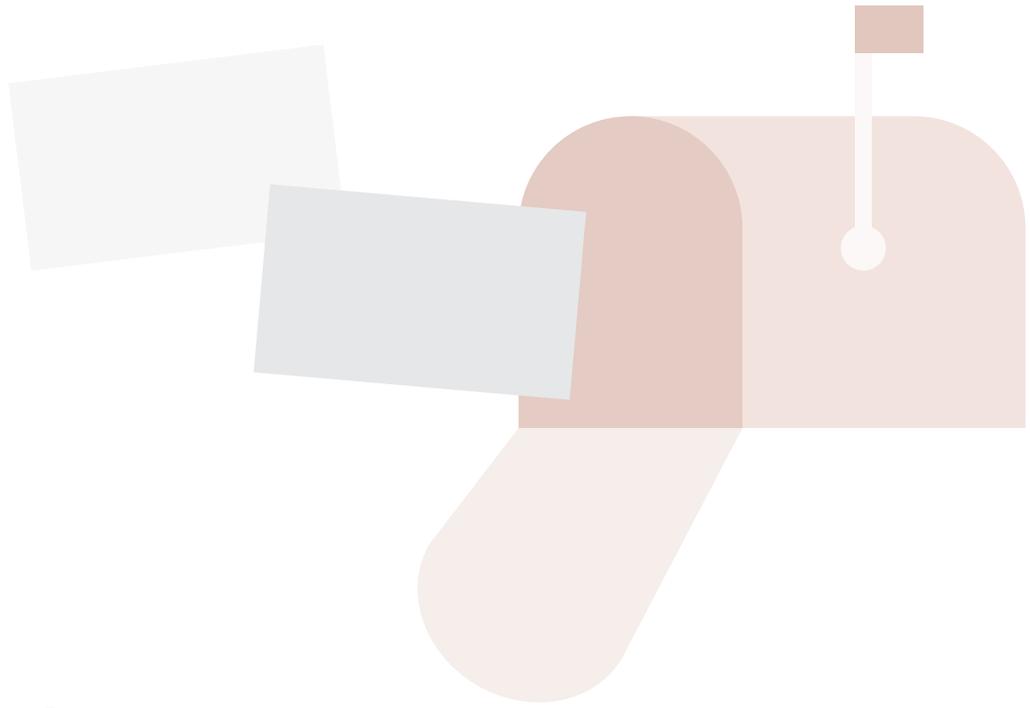
▲ **By opening the conversation with an offer to help, you’re expressing your care and concern without jumping into real estate. This is still not the time to conduct business as usual. But you want to lay the groundwork to be able to help your clients when the time comes.**

“When the economy picks back up, if you have any concerns about your mortgage, buying, or selling, please don’t hesitate to ask.”

▲ **In addition to offering your expertise, you can also continue to share market updates and other helpful information through email or social media.**

“I also [emailed/shared on social media] some information you might be interested in about the state of the market right now to help homeowners like you navigate this difficult time. I will continue to share information like this, but if you have any questions feel free to ask.”

NOTES:



SCRIPT #3:

Follow Up on Postcards

If you've recently sent your sphere a postcard with content they can use during this crisis, now is the perfect time to follow up with a phone call or an email.

"Hi [client's name], I hope all is well. I wanted to check in with you to see if you received the postcard I sent you with [content of postcard, e.g., workout tips, recipes, motivational quote]?"

▲ Instead of simply asking how your client is doing, following up on the postcard you sent gives you an opportunity to keep the conversation going.

"I hope you found the information useful, and if there's anything I can do to help during this time please let me know."

NOTES:

TIP: To send already-created postcards pertaining to the needs of people during COVID-19, check out print.remindermedia.com/category/covid-19

