



**COLD CALLING
SCRIPT BOOK**



CRE BUSINESS DEVELOPMENT

RULES TO LIVE BY

SEPT 2024

THERE'S ONLY 2 WAYS TO SUCCEED...

In Commercial Real Estate, there is only 2 ways where Property Owners decide to use you in order to transact a deal.

#1 - The timing is right.

#2- You are the Broker they think of.

CONSISTENCY WINS

If these are the only 2 ways in order to secure deals, you probably want to put yourself in the best position to succeed - right? Well if you are consistently doing Outbound Business Development, then your efforts should satisfy #1 and #2 above.

#1 - You give yourself the best chances to talk at the "right time".

#2 - You are making consistent contact which increases your chance of familiarity.

VALUE IS ROCKET FUEL

When you provide value to a Property Owner, they are much more likely to remember you, and count your relationship as valuable to them. If you are not providing value to them, then it seems you are simply looking to obtain value for yourself.

BE A SERVANT LEADER

Sales is Service.

We are called to serve our clients, and we are paid handsomely when done so effectively.

When you put others first, you end up making a lot more for yourself. If you are only serving others in order to serve yourself, you will likely end up starving.

FOR SUCCESS YOU MUST SACRIFICE

Your comfort

Your fear of rejection

The extra hour of sleep

Leaving the office early

The certainty of the next paycheck...

But when you Rise, Conquer, and Achieve your Goals...

It will all be worth it.

LETTER FROM AUGIE

If you are reading this letter, you are already on your way to bigger and better opportunities in the Commercial Real Estate industry. If you don't know by now, this is one of the most exciting industries to be in, and I feel extremely blessed to work hard every single day doing what I love.

With that being said, one of the hardest parts of the business (but also the most important) is staying committed to Prospecting.

I like to think of CRE as a "Collision Sport", because you must make direct contact with your prospects over and over again in order to be successful.

The goal for your 1st Cold Call to an owner shouldn't be to sell their portfolio. I believe your goal should be to provide value, and make sure the 2nd call is no longer cold, but warm.

Use these scripts as guidelines, not something to read word-for-word.

And as always - Get after it!!

Your Cold Calling Compatriot,
Augie Schmidt



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THE "NEARBY SALE" SCRIPT

1. Hey (Name),

2. My name is Augie, and I'm a Commercial Real Estate Advisor and our firm has transacted X number of deals in your market in the last 12 months. I wanted to run something by you that pertains to the value of your property at 123 Easy Street, and it should only take a couple minutes.

Is this a good time? (If not, When is a good time for you?)

3. Okay great, my reason for the call is because there was a Property similar to yours that recently sold down the street at 521 Main St.

Did you see this sale?

4. Okay, well the sale transacted at X per Square Foot.

Where do you think this puts the value of your Property?

5. When is the last time you had an appraisal or professional opinion?

6. Alright, well one thing that our firm does completely free for property owners, is give an accurate insight to what your Property is actually worth.

We have a proprietary database and tools to scour the market for data that can give you the most accurate value of your property, and it's done completely for free and returned to you within 48 to 72 hours.

Is this something we can do for you?

As I said, it's completely free - and takes almost no effort on your end.

7. Great, If it's okay with you - I would like to come take a tour of the property to make sure I get the full picture. Are you available to meet with me next Tuesday at 10am?

8. Awesome, what's your best email that I can send you a calendar invitation and a copy of our analysis once complete?

9. I will send you the calendar invite now, and look forward to meeting you on Tuesday!

THE "NEARBY NEWS" SCRIPT

1. Hey (Name),

2. My name is Augie, and I'm a Commercial Real Estate Advisor and our firm is currently tracking roughly 35 Million Square Feet of (Retail, Office, Industrial etc) including your Property, and I was hoping to give you some information about the market and your property, that you won't hear in the headlines, and will help you be better informed...

Do you have 3-5 minutes to talk? (If not now, then when?)

3. The reason for my call is because (New Development, Local Economic Factor, Development, Exciting News) just happened in our area.

4. My question for you is, How do you think this effects the value of your property?

5. Do you know what the current value of your property is?

6. From my experience, a lot of property owners are shocked at what the value is of their property once our research department conducts an analysis.

7. When is the last time you had an analysis done on your property?

8. Okay, well one thing we do for our clients is conduct a completely free market analysis which often times shocks property owners as to what their property is currently worth in today's market.

9. Like I said, it's completely free to you and takes about 48-72 hours for our team to complete. Is this something you would like to take advantage of?

10. Great, If it's okay with you - I would like to come take a tour of the property to make sure I get the full picture. Are you available to meet with me next Tuesday at 10am?

11. Awesome, what's your best email that I can send you a calendar invitation and a copy of our analysis once complete?

12. I will send you the calendar invite now and look forward to meeting you on Tuesday!

THE "CRE INDUSTRY" SCRIPT

1. Hey (Name),

2. My name is Augie, and I'm a Commercial Real Estate Advisor and it's my job to make sure that our local property owners are aware of what's going on in the Commercial Real Estate market, and how the value of their property is effected.

There's been some major changes in the Industry, and if I could have just 2 or 3 minutes of your time, I'd like to tell you have this is all effecting your property.

Is this a good time? (If not, When is a good time for you?)

3. The reason for my call is because (Interest Rates, Lease Rates, Sale Prices, Debt Coming Due, Other Trends) is happening, and I wanted to give you the inside scoop.

Do you know about this?

Get into some insight & provide them value!

4. My question for you is, How do you think this effects the value of your property?

5. Do you know what the current value of your property is?

6. From my experience, a lot of property owners are shocked at what the value is of their property once our research department conducts an analysis.

7. When is the last time you had an analysis done on your property?

8. Okay, well one thing we do for our clients is conduct a completely free market analysis which often times shocks property owners as to what their property is currently worth in today's market.

9. Like I said, it's completely free to you and takes about 48-72 hours for our team to complete. Is this something you would like to take advantage of?

10. Great, If it's okay with you - I would like to come take a tour of the property to make sure I get the full picture. Are you available to meet with me next Tuesday at 10am?

Set the meeting & Close the call

THE "RELATIONSHIP BUILDER" SCRIPT

1. Hey (Name),

2. My name is Augie, and I'm a Commercial Real Estate Advisor in your market. I wanted to share some information with you that pertains to the value of your property at 123 Easy Street, and it should only take a couple minutes.

Is this a good time? (If not, When is a good time for you?)

3. The reason for my call is because from my experience, when a decision needs to be made about Commercial Real Estate property, it usually needs to be made very quickly.

4. I think we can both agree that life can throw us a flurry of circumstances our way when we least expect it and making a hasty or bad decision about your properties could result in the loss of millions of dollars.

5. My question to you is - Do you have a Commercial Real Estate professional that knows you, your family, and your situation very-well?

6. Don't you think it would be a good idea to have a local professional on your team, that way when a Commercial Real Estate need arises, we can act swiftly and produce the best possible outcome?

*Probably have to clarify in here this does not cost them anything

7. If so, I would love to sit down and get to know each other better, and meet you at your property (or my office) Next Tuesday at 10am if you're available?

8. Sounds great, what's your best email where I can send you a calendar invitation?

9. Thank you again for taking my call, and I look forward to our meeting!

THE "FIND OUT FAST" SCRIPT

1. Hey (Name), My name is Augie, and I'm a Commercial Real Estate Advisor here in town.

2. The reason for my call is because I am working with a client that is actively buying Commercial Property just like yours, and wanted to see if you were open to looking at an offer?

4. Okay great! What is your motivation behind selling? Do you have a number set in mind?

5. Okay, well I would love to tour the property and get better acquainted with it before I present it to my client. Are you available for a tour next Tuesday at 10am?

6. Awesome, I look forward to it! What's your best email where I can send you a calendar invitation, along with some more information about me?

7. Great, I will send you that information now and look forward to seeing you for our tour!

Side Note:

*I always try and focus on providing as much value to the client as possible. However, sometimes I like to switch it up and just get my intentions out there... you never know what'll come through the other end of the phone.

THE “FSBO” SCRIPT

Before you start

You should have **(2) goals** when calling on a property that is For Sale By Owner.

- 1) Schedule an appointment to tour the property and meet the owner in-person.
- 2) Stay at the top of mind if/when their FSBO strategy does not work.

Script

1. Hey (Name),
2. My name is Augie, and I'm a Commercial Real Estate Advisor here in town. I was calling because I saw that your property at 123 ABC Street is listed For Sale by Owner.
3. Despite what other Realtors would say, I'll tell you that I respect your strategy!
4. I wanted to know, are you open to a Realtor bringing you a buyer for this property?
5. Great, I have a few people in mind that I would like to present it to... but I always want to make sure I know the property and your situation well beforehand, so we can put together a deal that works for everybody. Are you available for me to stop by the property tomorrow at 10am?
6. Sounds good to me, I'll see you then!

FSBO'S TIPS

If the owner is unwilling to meet with you and unresponsive to your requests, be sure to set up a date to follow up. **FSBO's** almost always come back around, and you want to be top of mind when they do. One of the best ways to do this is by providing value to them in anyway you can, and continuing to follow up.

*90% of the time – the reason it is listed by owner is because they don't want to pay a commission. One of the best ways to overcome this hurdle is by doing an analysis of their asking price and having the ability and confidence to get them a price. For example, if they're asking \$1,000,000 and with your ability you can get them \$1,100,000... you just made them 10% more! Why would they not pay you 6%!? Use this tactic to negotiate your commission and help the owner understand the value you bring.

THE “FLBO” SCRIPT

Before you start

This is the same strategy you would use for a sale by owner, but now it's just for lease by owner.

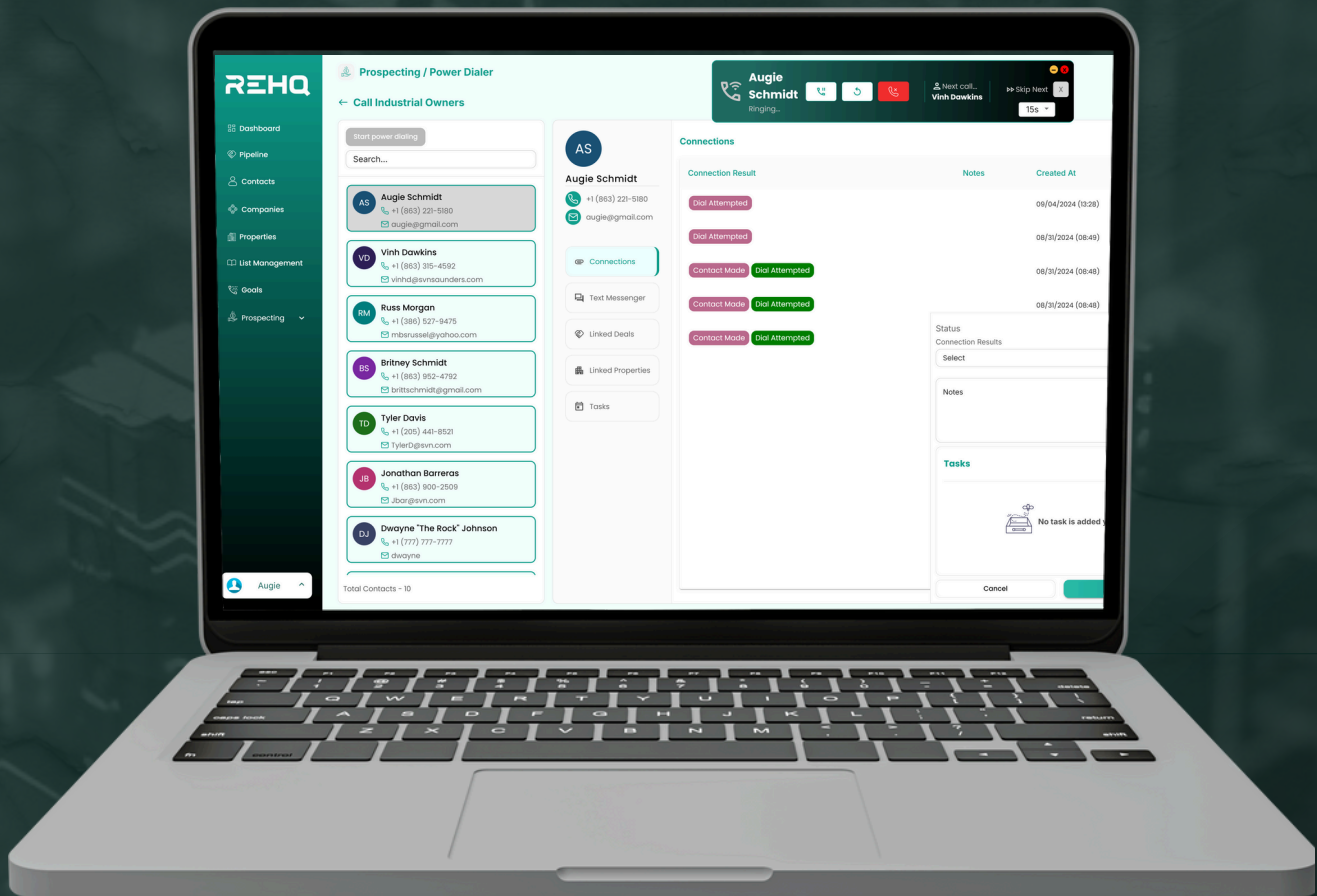
You should have (2) goals when calling on a property that is For Lease By Owner.

- 1) Schedule an appointment to tour the property and meet the owner in-person.
- 2) Stay at the top of mind if/when their FLBO strategy does not work.

Script

1. Hey (Name),
2. My name is Augie, and I'm a Commercial Real Estate Advisor here in town. I was calling because I saw that your property at 123 ABC Street is listed For Lease by Owner
3. Despite what other Realtors would say, I'll tell you that I respect your strategy!
4. I wanted to know, are you open to a Realtor bringing you a buyer for this property?
5. Great, I have a few Tenants in mind that I would like to present it to... but I always want to make sure I know the property and your situation well beforehand, so we can put together a deal that works for everybody. Are you available for me to stop by the property tomorrow at 10am?
6. Sounds good to me, I'll see you then!

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