



## **Technique to Locate Real Estate Agents by Specialty for Any Location**

Gathering information about the real estate market in your area of interest is essential. Savvy, experienced real estate agents have the information you require. You need to ask the right people, the right questions and not all agents are created equal. I know from experience that asking an agent if they work with investors is not enough and will lead to frustration and insufficient information. To find the right agents, use the following technique.

Using the Script Locating Savvy Real Estate Agents in any Area call a local title and escrow company, or if closing attorneys are commonly used in your area of interest call the title company (or the closing attorney).

Ask for the sales department. Why the sales department? The sales people make sales calls. They visit real estate agents to generate new business for their company as well as visit established accounts, to keep them happy and resolve any issues they may have. Due to the nature of the business relationships built, the sales people become very familiar with who's who. They know how long a real estate agent has been around, who closes more sales and the agents specialty or typical clients. By specialty I mean they work more with first time home buyers, move-up buyers, luxury homes, ranches/farming, commercial, builders/developer or investors. Remember, you are looking for the right person so you can ask the right questions. No matter how good your questions, if you ask the wrong person, you won't obtain the information you require.

Before you call determine the type of information you require and what type of agent is most likely to have that specialized information. For example, if you are considering purchasing a lot or piece of land an agent who works more with builders and developers would most likely have the experience and information you require. If you plan on buying a house and you will likely want to wholesale the property then an agent who works with investors will likely be the best fit. Get the idea?

I suggest you contact at least three different title/escrow companies and ask the same questions. After you have talked to three different companies you should have between 6-10 names of real estate agents.

Then, use the Script for Gathering Real Estate Market Information for Any Area by talking to Real Estate Agents to learn more information about the real estate market in a particular area. It is important that you talk to several different agents in an area for a couple of reasons. First, the real estate agents may cover just a portion of your area of interest. Also, since you are asking for the real estate agent's opinion the information you receive may vary significantly. When you talk to more agents you will see a trend in the information and will get a more accurate picture of the challenges, benefits and true market conditions of the area.



# Script for Locating Savvy Real Estate Agents

Find the following information in the online Yellow Pages—  
[www.yellowpages.com](http://www.yellowpages.com)

Please circle one

Title and Escrow Company  
Attorney

Title Company

Real Estate Closing

Contact Information: \_\_\_\_\_

Now Call \_\_\_\_\_

Date: \_\_\_\_\_ Name of the person you talk to: \_\_\_\_\_

Hi, I am \_\_\_\_\_ from \_\_\_\_\_. I am a real estate investor and I am considering purchasing property in your area. I would like to learn more about the current market conditions and opportunities. Would you please recommend three or four real estate agents in the area who primarily work with (choose one) <real estate investors> <first time homebuyers> <lots and land, contractors> <\_\_\_\_\_>?

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**-----Fantastic, thank you! When I make the calls to the agents is it okay if I tell them that I talked to you at \_\_\_\_\_( company) and you recommended them when I asked about the best <\_\_\_\_\_> agent in the area? Yes No**

If no recommendations continue

**“I know you don’t know, but if you did, who would you recommend?”**

**“Everyone I have talked to there has been so nice, I’m sure it would be beneficial for me to find an agent who brings their escrows to your company. Is there anyone in your office who would know of three agents who focus on \_\_\_\_\_ sales?”**



# Script For Gathering Real Estate Market Information For Any Area By Talking To Real Estate Agents

City:

State:

Referral from \_\_\_\_\_

Name:

Escrow, Title Company, Closing Attorney Company Name:

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## REAL ESTATE AGENT

Name:

Agency:

Phone:

Cell:

eMail:

Address:

City:

State :

Zip:

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## OUR IN HOUSE NOTES-

Rank between 1-10 with 10 being the highest

WORK THIS AGENT or DO NOT WORK THIS AGENT in the future and why:

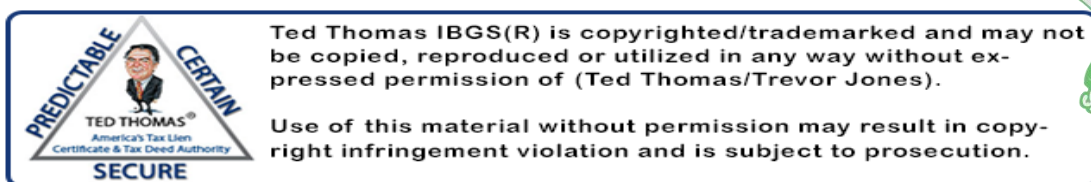
## REMINDERS:

Build rapport! This is the start of what might be a long and profitable relationship. Depending on how forthcoming the agent is with information, get the answers to the following questions you believe to be pertinent. Once you get them talking, they will probably provide the answers to questions you haven't asked yet so fill in the information where it goes and then ask only the questions that have been unanswered. Remember, you want this to sound like a conversation, not an interrogation.

Before you call, fill the agent's name in the appropriate area of the script and also the name and company of the person that provided the referral.

Smile! If possible, look in a mirror while talking to the agent. If not, look at a picture of your family or a picture of your favorite vacation spot, past or future.

Discretely, when possible, mirror your tone and speed of speech to theirs. Match by using some of the same terminology.



Now call \_\_\_\_\_

**Date:**

**Agents Name:**

**City:**

**I talked to \_\_\_\_\_ at \_\_\_\_\_ ( company)  
and when I asked for a recommendation for a real estate agent  
whose specialty is working with \_\_\_\_\_ type buyers,  
\_\_\_\_\_ told me to call you.**

**I am a real estate investor and I buy and re-sell properties. I  
considering purchasing property in your area and I need a better  
idea of the current market conditions and opportunities available. I  
need an agent who has the knowledge and expertise to provide the  
information to help me make the best decisions. That's why I  
talked to \_\_\_\_\_ and he/she recommended  
you.**

**Is now a good time for you to talk or is there another time that  
would be better?**

**Please tell me more about your current market? What do I need to  
know?**

**What is your MEDIAN home price and average DAYS ON MARKET?**

**How many properties are currently listed? How does this compare with last year? Six months ago? Is the number going up or down?**

**What is the current price for a STARTER HOME and what would it look like as far as bedrooms, bathrooms, size, condition, etc.?**

**What type of property is SELLING WELL right now? Why?**

**Are there areas of town that do better than others? Why?**

**What type of property is NOT SELLING well now and why not?**

**What are there areas of town that we should avoid? Why?**

**How would you describe your Investors\*? (new investor, seasoned investor, landlord, rehabber, retailer, wholesaler)**

**What type of property is your typical INVESTOR\* LOOKING TO BUY? What kind of discount from market value does it take to get them excited about a property?**



**What type of property is your typical INVESTOR\* LOOKING TO SELL?**

**What market TRENDS have you seen in the last five years?** (going up, going down, holding steady)

**What are your local experts predicting for the FUTURE TRENDS in the area, next year, three years from now? Do you happen to know the reasons for these predictions?** (New jobs, excess inventory of homes, people moving in/out of area?)



**IS THERE ANYTHING ELSE I SHOULD KNOW?**

\_\_\_\_\_ thank you so much for sharing your expertise with me.

\_\_\_\_\_ was spot on when she recommended you.

**Thank you for your help.**

**\*(Substitute Investor with First Time Home Buyer, Move-up Buyer, Builder/Developer as appropriate.)**

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