

# MASTER CLASS SCRIPT COMPANION



**Professor Barry's**

**MASTER CLASS**

Sell Ylopo Lends  
in your CRMs

★ ★ ★

The logo is a green shield-shaped emblem. At the top is a blue graduation cap. Below it is a white house icon. The text 'Professor Barry's' is written in white. A blue ribbon banner across the middle contains the text 'MASTER CLASS' in white. Below the banner, the text 'Sell Ylopo Lends in your CRMs' is written in white, followed by three white stars at the bottom.



## Barry Jenkins

Head Realtor in Residence, Ylopo

Barry began his career at the age of 18, and has spanned almost two decades. He currently runs three teams in Virginia Beach, Va/Hampton, Va area & he's also The CMO of Better Homes and Gardens NAGR. His real estate teams sold just under 900 units last year and is ranked #9 on the Real Trends 1,000. This is with Barry being out of production and being in the office part time. He is also a full time Executive at Ylopo with the title of "Head Realtor in Residence" where he trains their users, assists with product development, & platform evangelism. His passions are his faith, his wife, his two little boys, and his new addition little foster daughter. His love of tech and systems allow him to leverage substantially which buys him more time with them.



## Livia Monteforte

Realtor in Residence, Ylopo

Livia is a career Realtor®, truly obsessed with real estate! Living on Cape Cod year-round, she believes fully in the value of buying in such a beautiful and unique location, a location rich in unique coastal properties and opportunities. As a younger than average Broker with Compass, she has devoted herself to streamlining the real estate process in order to give every client, buyer, or seller, an experience that is better than any other. She has been able to build her business around the platform that YLOPO offers with cutting edge technology, in addition to transaction management, and a fresh real estate model.

She is a Realtor in Residence with YLOPO and truly treasures the ability it has given her to connect with and coach YLOPO users all over the country. Seeing the endless possibilities afforded by this one-of-a-kind platform, inspires her daily to deep dive and think tank on how to develop relationships that in today's modern world begin from behind a screen.

As wife to a fellow Realtor, and mother to two beautiful daughters, she will be the first to tell you how blessed she truly is to be able to do a job every day that she loves this much while living in one of the most beautiful places in the world.



## Laura Kombrink

Realtor in Residence, Ylopo

Laura, AKA Coach Laura, has spent the last 15 years working in the real estate industry. She has helped thousands of agents increase production and decrease expenses through a combination of sound real estate business practices and great lead conversion techniques. In addition to coaching, Laura has experience as a realtor and running a brokerage of 150 agents in Destin Florida.

Laura fell in love with the real estate business when she took a position with a real estate lead gen firm based in Swansea, IL. She quickly got involved with selling real estate as a licensed agent and became involved with coaching agents when she was offered a position with an internationally known real estate coaching company.

Laura has since branched out to start her own coaching company where many of her coaching clients consistently double production year over year.

Laura helps her clients with every aspect of their business, focusing on systems, hiring, operations, budgeting and administrative set up. Coach Laura is known for her ability to help agents convert more leads through sound, proven communication techniques that help agents get past “Hello.”

Coach Laura has a no nonsense, direct and simple approach to success in real estate that involves sound systems for lead gen, team management, work flow and sales.

Laura currently coaches teams, is an active realtor and a Ylopo Realtor In Residence. Laura also conducts webinar training and speaking events and appearances for many real estate organizations and companies throughout the country and around the world.



## Robby T.

Ylopo Professor

Robby Trefethren is known as the Lead Geek for a reason. He has devoted the last five years to mastering the lead conversion game. He shares his thoughts within the Leads Geeks community, his coaching clients, the Hatch team, or anyone that is willing to listen. Robby lives in Moorhead with his amazing wife and three kids!

---

**Scripting** is not about just saying the right thing; it's about making a legitimate connection. Authenticity sells more than anything else in our society and with the right training, you can quickly connect AND direct a person to a trusting professional relationship.

In the next few pages, we'll go over calling leads, what details about the lead are going to help you make a connection, what questions to ask, and what scripts your Ylopo professors recommend for the best results. (Here is a video from [Robbie T](#) on the single best script in the book (hint: it's only three magic words).



# Don't Slow Yourself Down

---

Agents put WAY too much prep into each call. They spend 5-10 minutes memorizing the lead's details because of their nervousness

Click [HERE](#) to hear Professor Barry's honest thoughts about how not to call leads!



# Using Stars when the lead is important!

Ylopo Stars is the place you deep dive w/ your leads.

Stars Overview

[Watch Here](#)

Stars when the lead becomes Important

[Watch here](#)

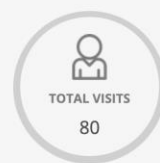
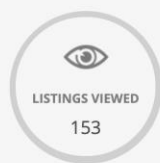
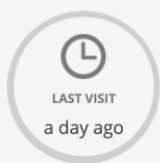
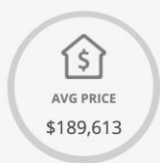
Key Secret w/ Raiya  
(Your Ylopo A.!!)

[Watch here](#)

Give VALUE via Stars!

[Watch here](#)

# What to Say to a New Ylopo Lead



Lead Message Inbox (10 New)

## Agent Toolkit

- Create Push Listing(s)
- Create New Search and Listing Alerts
- Create New Seller Alert
- Opt Lead **OUT** of Priority Alerts
- Opt Lead **OUT** of current AI conversation
- Opt Lead **OUT** of all future texts

## Saved Search & Listing Alerts

Listing Alerts (1)

Seller Alerts (0)

Saved Searches (0)

All Searches (26)

Status	Search Summary	Last Alert Sent	Open Rate	Click Through Rate	CC Emails
Active	Recommended Search: Virginia Beach, VA 23451	08/12/2020	1/1 (100%)	1/1 (100%)	

Edit

# What to Say to a New Ylopo Lead

## A person registers to see a property on your Ylopo website

---

First, we recommend that the agent calls the lead and texts them if there is no answer. If the agent doesn't log a phone call or text the lead within a few hours, behavioral texting and RAIYA will kick in to text the lead. Your CRM should email the new lead as well.

Here are our favorite opening scripts:

“

*Hi! This is Mary over at Acme Real Estate. I was calling to speak with John. It looks like a few homes might have caught his eye on (Facebook/Google) and I had a question for him. Is this John?*

“

*Hello, this is Mary over at Acme Real Estate. I was hoping to speak with John? ...Hi, John! I had a note that you saw a few homes on (Facebook or Google) and landed on my website. I was curious, out of what you just saw online, did anything stand out about them? Was there anything good/bad/ugly about what you saw?*



# Keys to Continuing the Conversation

---

You want to be able to respond appropriately to wherever the conversation might go. Here are four keys to continuing a conversation with a lead once you have them on the phone.



## Step 1

**Expect them to tell you why they don't need your help!**

Professor Barry recommends reminding yourself of this so you're not surprised by it.

## Step 2

**Regardless of what the person says, make them feel heard and understood. Validate their concerns!**

Professor Barry recommends using affirming statements so that you don't come off as trying to debate the lead. Some examples are:

- Agreeing with the lead
- Conveying that you are impressed with them
- Being sympathetic to their concerns







### Step 3

**Direct the conversation in a way that assumes the person is actually interested in shopping for a home.**

Professor Barry recommends using a few transition questions that might help the person move on. Some examples are:

1. What are you hoping to change about where you live right now?
2. If we could fast forward twelve months and you and I were talking, what would be the perfect home buying scenario?
3. Have you been looking for a home long?

### Step 4

**Move from just asking questions to giving directional statements.**

Professor Barry recommends using a statement combined with information to direct the conversation where you need it to go. Here are some examples:

***Do you happen to have a family member or a friend in the mortgage business?*** [This is intended to broach the subject of financing and how helpful it is once figured out.]

1. I realize you're not looking to buy soon but in my professional opinion, a 20-30 minute consult to help you plan your goals would be helpful.
2. This is likely the largest purchase of your life and in my experience as a real estate agent, having someone to give direction helps avoid mistakes. I realize you're not looking to buy a home soon, but based on some things you've said, there are some items we need to discuss sooner rather than later.



# Addressing the Person's Concerns

---

**Ylopo** Leads are typically generated from either Facebook or Google advertisements. Many times, the prospect isn't quite sure what they want yet and therefore they don't think they need an agent right now. Here's how you can validate their concerns while still continuing the conversation.



**OBJECTION:**

## **I'm just looking. Not serious. Just browsing.**

Be in agreement:

“

**PROFESSOR BARRY'S RESPONSE:**

*"Yes! I love shopping/browsing/looking for real estate, too. I'm sure you're not looking to buy anytime soon, but what are you hoping to change about your current living situation whenever you do move?"*



**OBJECTION:**

## **Not looking to buy for another 1,2,3,4 years.**

Be impressed:

“

**PROFESSOR BARRY'S RESPONSE:**

*"Wow! I don't even know what I am having for dinner tonight, how do you plan so far ahead to buy a home? Twelve months feels forever away and I'm very impressed with your ability to do this. What is the plan?"*



**OBJECTION:**

# **I'm just working on my credit/saving money.**

Be sympathetic:

“

**PROFESSOR BARRY'S RESPONSE:**

*"I understand. I think it's commendable that you're taking this so seriously. For most, it's the largest purchase of your life!"*



# What to Say to an Old but Active Ylopo Lead

Ylopo remarketing has proven to be one of the most remarkable innovations in digital tools for agents today. As a result, leads will come back to your website regularly and trigger a priority alert. This alert is meant to highlight that the lead is looking for a home.

In this [video](#), Professor Barry goes over how to approach an old lead who has been brought back to your website.

## SCENARIO:

### **An old lead is on Facebook, sees an ad for a home that they like, and returned to the site.**

Here's the Priority Alert workflow:

- RAIYA texts a lead who triggers a Priority Alert 6-8 hours after the lead does something significant, in an effort to revive them.
- We also recommend calling the lead as well, mainly because you're talking to the RIGHT PERSON at the RIGHT TIME and checking on their real estate needs is the RIGHT MESSAGE.

Here's Professor Barry's favorite script for this scenario:

“

*Hi! This is Mary over at Acme Real Estate. I was calling to speak with John. I was going through our files and noticed your notes were incomplete. We don't have a record if you ever bought that home you're looking for. Are you still looking?*

“

**Reminder:** *If you say this in a scripted, fast way, it will sound fake. You have to be somewhat unscripted and include pauses, stutters, and awkward voice inflection.*



## SCRIPTS

# Your Professors Love

Now we'll hear [Ylopo Professor Livia Monteforte](#) go through her preferred script for a new Buyer Lead. **Take notes!**

### Things to make note of:

1. How did she open the new lead call when the person answered?
2. How did her voice sound? What stands out about it?
3. What questions did she ask?
4. What was her close? She's in a vacation market which typically has a different style. Did anything stand out? What can you glean from it?

## SCRIPTS

# Your Professors Love

Now we'll hear [Ylopo Professor Laura Kombrink](#) go through her preferred script for a new Buyer Lead. **Take notes!**

### Things to make note of:

1. What is Laura's favorite lead to call?
2. What technique does she use to get the lead talking to her?
3. Why does this approach work?





"Curiosity Keeps us moving forward, exploring, experimenting, opening new doors" - Walt Disney

### What are you hoping to change about where you live?

- Gives you their wishlist when they move

**PROF. BARRY:** "The answer to this gives you their wishlist/search criteria"

### What stood out about the homes you saw? Good/Bad/Ugly

- Another opp to give you wishlist

**PROF. BARRY:** "The answer to this gives you their wishlist/search criteria"

### Have you been looking long?

**PROF. BARRY:** "The answer to this gives you their wishlist/search criteria"

### Do you have a friend or family member in the mortgage biz?

--Set Appt!

**PROF. BARRY:** "The answer to this helps you gain trust from the lead because you're asking for their lender. Also, we consistently watch 12+ months out buy within 90 days after getting in front of a lender. This is because you're addressing their core fear. THE MONEY!"