

TEACH TO SELL SCRIPTS

THE NLP-DRIVEN REAL ESTATE
PERSUASION PLAYBOOK

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THE CONSISTENT & PREDICTABLE INCOME C O M M U N I T Y

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Welcome to the CPI Teach to Sell Script Handbook

If you're reading this, you're someone who understands that success isn't left to chance—it's created by design.

This handbook is your real estate persuasion playbook. Inside, you'll find tested and refined scripts to help you build rapport fast, handle objections with confidence, and convert more prospects into clients—without feeling pushy or fake.

In fact, the best salespeople don't "sell." They lead. They guide. They teach.

These scripts are built on that belief. They integrate NLP-based language patterns, behavioral influence, and real-world field testing to help you:

- Speak with purpose and power
- Eliminate hesitation in conversations
- Handle even the most strenuous objections with confidence
- Guide people toward decisions that serve their best interests

And most importantly...

They help you create Consistent and Predictable Income, no matter the market.

Make these scripts your own. Practice them. Internalize them. Then deliver them in your natural voice, with real empathy and conviction.

Because when you show up prepared, you lead conversations instead of reacting to them.

Let's get to work.

— Dan Rochon

AUTHOR | SPEAKER | BEHAVIOR SPECIALIST | TEACH TO SELL

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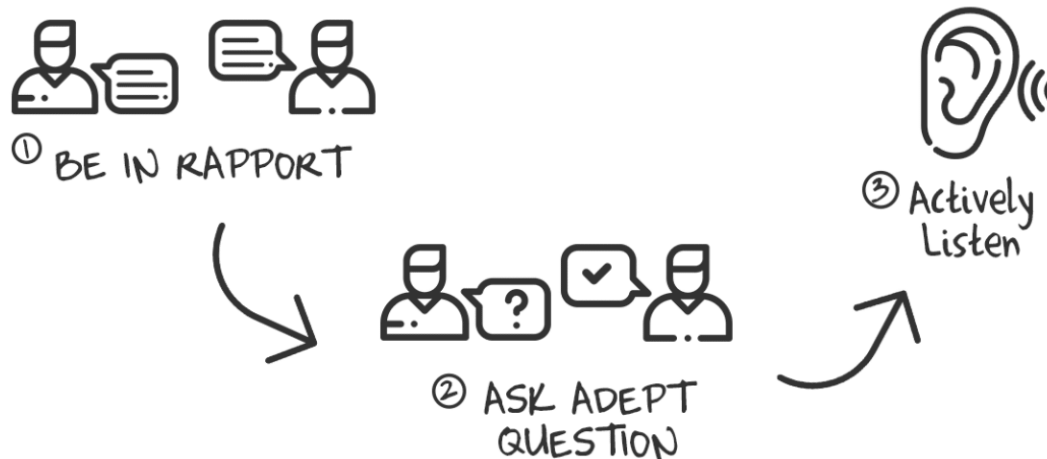
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The CPI Communication Model



The CPI Communication Model: A Three-Step Process to Influence and Lead

The **CPI (Consistent and Predictable Income)** Communication Model is a powerful system for mastering sales conversations and leadership influence.

Step 1: Build Rapport

- Rapport isn't small talk—it's a connection of energy between two or more people.
- Match body language, tone, and energy to create instant trust.
- People like people who are like them—use this to make them feel comfortable.

Step 2: Ask Adept Questions

- Guide the conversation by asking the right questions, not by talking more.
- Understand not just the logical reasons but the emotional reasons behind a decision.
- Example: A divorced dad buying a house isn't just looking for three bedrooms—he's trying to stay close to his kids. Understanding that changes how you sell.

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Step 3: Actively Listen

- Listen with full attention—people can tell when you're just waiting to talk.
- Repeat back key points to ensure clarity and show you understand.
- The less you talk, the more you sell.
- Mastering these three steps will transform the way you lead, sell, and build relationships.

The Power of Rapport in Sales

Rapport is the foundation of all successful sales conversations. If you want to influence, you must first connect.

How Do You Know When You've Built Rapport?

You'll feel it. The conversation flows easily, trust is established, and resistance drops.

How Do You Create Rapport?

To develop rapport, you must communicate in the other person's "language." Pay attention to:

- Their words, tonality, and voice pitch.
- Their body language and posture—are they leaning in or pulling away?
- Their energy—do they seem engaged or disconnected?

Rapport makes people feel comfortable, and comfort leads to trust.

Quick Hacks to Develop Rapport (A Connection of Energy)

Rapport can be built quickly with techniques like mirroring and matching.

- **Mirroring:** If they cross their arms, you cross yours.
- **Matching:** If they lean forward, you lean forward.
- **Crossover Matching:** Match their rhythm with a different movement, like tapping your pen in sync with their speech pattern.

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Other techniques include:

- Matching breathing patterns.
- Using similar gestures and posture.
- Speaking their language—literally and figuratively.
- Maintaining eye contact (without making it awkward).
- Smiling (a reminder I often need myself!).
- Asking open-ended questions.

When you build rapport, you create trust. When you create trust, you gain Influence.

Can More Than One Person Be in Rapport at the Same Time?

Absolutely. Think of a restaurant staff moving in sync during a busy dinner rush. They barely look at each other but never collide because they have rapport.

The same principle applies in sales and leadership. You can create rapport with an entire group by tuning into the room's energy.

Step 2: Ask Adept Questions

Adept questions are powerful. They:

- Prompt deeper reflection.
- Encourage open communication.
- Reveal emotional motivators behind decisions.

Understanding Your Client's Emotional Experience

Most salespeople only focus on surface needs. But the best salespeople dig deeper.

Example: Imagine you are a real estate agent and a client says they need a three-bedroom house near work.

- **Good salesperson:** "Got it, let's find a 3-bedroom near your job."
- **CPI salesperson (skilled in Teach to Sell):** "Tell me more—why is being close to work important?"

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Talk Less. Sell More.

Many salespeople think they need to talk a lot to prove their expertise. The opposite is true.

- The best salespeople say less and listen more.
- Clients will tell you exactly how to sell to them—if you let them talk.
- Your role is to guide, not dominate.

Example: I once had a salesperson on my team who wouldn't stop talking.

He was confident but rarely closed deals. Why? Because he never gave prospects a chance to tell him what they needed.

Asking questions and listening doesn't just help in sales—it transforms your relationships, leadership, and personal growth.

Applying the CPI Communication Model in Real Life

Mastering rapport, asking adept questions, and actively listening isn't just theory—it's the foundation of Teach to Sell.

By applying these skills consistently, you:

- Build trust effortlessly.
- Guide clients to the best decisions.
- Remove resistance from sales conversations.

These aren't just sales techniques—they are life skills that lead to better relationships, leadership, and success.

But communication isn't just about what you say—it's also about how you say it.

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If you dig deeper, you may learn that he just went through a divorce and fears losing time with his kids. **Now, you're not just selling a house—you're helping him preserve his role as a father.**

People buy based on emotion and justify with logic. Uncover their real motivation, and you'll guide them to the right decision.

Common emotional states of buyers and sellers:

- Nervous about relocating.
- Anxious about money.
- Worried about their kids' school.
- Stressed about relationships.
- Sentimentally attached to a home. Your job is to understand their emotional landscape and guide them through it.

Step 3: Active Listening

In the **CPI Communication Model**, Step 1 establishes rapport, Step 2 asks the right questions, and Step 3 ensures you actually hear the answers.

How to Display Active Listening

1. Follow this pattern:
2. Ask a question.
3. Listen to the response.
4. Repeat back what you heard.
5. Pause—silence creates space for deeper thoughts.
6. Hear their next response before moving forward.
7. Observe the energy of the other person

Strategic listening gives you control of the conversation while making the other person feel heard.

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Listing Scripts + Objection Handlers

Key Concepts Before the Script

- **You are the prize.**
You're not asking for the business—you're evaluating whether they're a good fit to work with you.
- **People buy certainty.**
When you show up confident and prepared, they'll follow your lead.
- **Assumptive framing wins.**
Speak as though the decision is already made in your favor—because it often will be.

SCRIPT: Setting the Listing Appointment with Prequalification

Objective: Book the appointment while gathering key insights to control the meeting later.

Agent:

"Hi [Name], I'm looking forward to meeting you and helping you get your home sold.

Before I come out, let's take a few minutes now to make sure I'm fully prepared.

That way, I can bring the right game plan instead of wasting your time. Sound good?"

(Ask the following in a conversational tone. Use softeners and embedded commands where needed.:

- "What's prompting the move?"
- "Ideally, when do you want to be moved?"
- "If everything worked out perfectly, what does that look like?"
- "Are you planning to meet with other agents?"
- "What are you looking for in the agent you choose?"
- "Would it be helpful if I sent you some information to review before we meet?"

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Close the call with clarity and calm authority:

“Perfect. I’ll block out [Day] at [Time]. I’ll bring a tailored plan to get your home sold and get you where you want to go. Looking forward to it.”

SCRIPT: Send Pre-Listing Packet + Install Assumptive Energy

Agent:

“I’ll be sending over a pre-listing packet with insights about your neighborhood, testimonials, and a breakdown of what I’ll do to get your home sold. There’s also a blank listing agreement—so that you can get familiar with the terms ahead of time.”

“Will you take a few minutes to review it before we meet? It’ll make our time together even more productive.”

SCRIPT: Assumptive Confirmation Call (Day Before)

Agent:

“Hi [Name], just confirming our time tomorrow at [Time]. I’m looking forward to walking to your home, sharing the plan, and getting everything started.”

(Then pause)

“Are there any last questions you’d like me to prepare for in advance?”

SCRIPT: At the Door – Verbal Suggestion to Set the Frame

Agent (with confidence and a warm smile):

“[Name], I’m excited to be here. By the end of our time together, I believe you’ll feel 100% confident that I’m the right agent to help you move forward—and we’ll get everything handled together. May I walk through and take a few notes?”

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SCRIPT: Listing Table Talk (Post-Walkthrough)

Agent:

"Now that I've seen the home, I'd like to ask a few quick questions so I can serve you best."

(Ask about motivation again. Dig deeper if needed. Let them speak.)

Then:

"Here's the marketing plan I've tailored for your home. If you're like most sellers I help, you'll love how strategic and aggressive it is."

SCRIPT: Price Positioning

Agent:

"Have you had a chance to review the market data I sent over?"

Let's walk through it together now—briefly—so we can position your home to win."

"Based on what we've reviewed, where do you feel the price should be?"

(If they suggest an unrealistic price, use NLP reframes and pressure-release questions:)

- *"What would happen if we price it that high and no one bites?"*
- *"If you were the buyer, how would this home compare to the others we just reviewed?"*
- *"You mentioned wanting to be moved by [timeline]—are you okay pushing that back if needed?"*

SCRIPT: Closing for the Signature

Agent:

"Everything's lined up. Let's go ahead and take care of the paperwork so we can get your home in front of buyers by [date]." (hand them the pen)

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(If they hesitate, ask:)

“What’s holding you back from moving forward tonight?”

“Is it the timing, the price, or something else?”

Use “laundry list close” to isolate:

- *“Are you comfortable with me?”*
- *“Happy with the marketing strategy?”*
- *“Is it the price, the agreement, or something I missed?”*

Close again:

“Sounds like we’re in sync—let’s make it official so I can get to work.”

OBJECTION HANDLERS (LISTING)

“We want to wait.”

Response:

“I get it—this is a big decision. But let’s explore something. If the perfect buyer came by tomorrow, and your home wasn’t on the market... would you feel like you missed an opportunity?”

“You’re not committing to a move today—you’re positioning yourself for success. Let’s put a smart plan in place now, so you don’t lose options later.”

“We’re talking to other agents.”

Response:

“I respect that—and I’d do the same. Let me ask: would it serve you to meet with someone who’ll give you a second opinion grounded in market data, not just promises?”

“My clients often tell me they were glad they met with me last. That way, they could cut through the fluff and make a confident decision.”

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“Will you reduce your commission?”

Response:

“I’m curious—are you asking because you’re focused on keeping more, or because another agent offered less?”

“Here’s what I know: when you discount the commission, you often discount the service—and the result. My fee is an investment in maximizing your return. And until we get the result you want, I don’t get paid.”

“Can’t we try a higher price first?”

Response:

“I understand the temptation. Most sellers feel that way at first. But here’s what experience—and the data—shows: Homes that sit... end up selling for less.”

“Our best window for maximum price is the first 14 days. That’s when buyer urgency is highest and competing inventory is lowest. Let’s price to win now, not chase it later.”

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Buyer Script + Objection Handlers

Key Concepts Before the Script

- **Buyers seek leadership.**
If you don't lead them, they'll drift—or follow someone else.
- **Clarity creates confidence.**
When buyers understand the process, they engage and commit.
- **Don't chase—frame.**
Invite them into a system. Be the authority they choose to follow.

SCRIPT: First Contact with an Online Buyer Inquiry

Agent:

"Hi [Name], thanks for reaching out. I saw your inquiry about [property/area]."

Quick question—are you just starting to look, or have you been actively searching already?"

(Listen and pace their response)

"Got it. Let's make this super simple for you. Here's what I suggest—let's schedule 15–20 minutes for a quick Buyer Strategy Session."

"I'll walk you through exactly how to buy smart in this market, and you'll get clarity on what steps to take next."

"When are you free—later today or tomorrow?"

SCRIPT: Buyer Consultation – Framing the Relationship

Agent:

"My role is to simplify the process, protect your money, and help you win the home you want—without stress or surprises."

"Would you be open to working together under that kind of structure?"

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"I work with a limited number of clients at a time so that I can focus fully, and my clients love the results."

"If we're a fit, we'll work exclusively. If not, that's okay too."

SCRIPT: Asking for Exclusive Commitment

Agent:

"As you've seen, I'm here to help you find the right home at the right price—and to outmaneuver the competition."

"The only thing I ask in return is this: that you commit to working with me exclusively. I'll give you 100%, and I ask for the same."

"Is that something you feel good about moving forward with?"

SCRIPT: Buyer Pre-Approval Conversation

Agent:

"One of the first steps is getting pre-approved—not just so you know your numbers, but so we can negotiate from a position of strength."

"Sellers today won't even entertain an offer without it. I have a great lender I trust. Would you like me to connect you so you're ready when the right home shows up?"

OBJECTION HANDLERS – BUYER RESISTANCE

"We want to work with multiple agents."

Response:

"I completely get it—you want the best shot at the best deal."

"But here's something most buyers never hear: When you're not committed, agents don't commit to you. You get leftovers."

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"I only work with a few buyers at a time because I go all in for them. Would you rather be someone's priority—or an afterthought?"

"We don't want to get pre-approved yet."

Response:

"I understand. Some buyers hesitate because they think pre-approval locks them in—it doesn't.

It's simply your advantage in a fast-moving market."

"Wouldn't it feel better to know exactly where you stand—and avoid surprises when it's time to make an offer?"

"We want to wait until more homes come on the market."

Response:

"I hear that a lot. Here's the truth: More homes might come... but so do more buyers.

And when inventory climbs, so does competition—and often, pricing."

"Let's position you now, so when the right home shows up, you're ready to act."

"We're just looking for now."

Response:

"Perfect—that's the best time to talk. When you're still looking, you're open to strategy.

That way, when it is time, you're not guessing—you're prepared."

"Let's set up a short planning session. No pressure—just clarity."

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“We have a friend who’s an agent.”

Response:

“Got it. Quick question: Is your friend a full-time expert in this specific market—or are you feeling obligated to work with them out of courtesy?”

“This is one of the biggest financial decisions of your life. You deserve the best representation, not just a familiar face.

Wouldn’t it make sense to at least explore your options first?”

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Referral & SOI Scripts

Key Concepts Before the Script

- **Referrals are earned through value, not begging.**
People refer when they feel safe, impressed, and certain you'll make them look good.
- **Make it about them.**
Show them how referring to you helps their friends, not just your business.
- **Don't just ask—guide the brain.**
Use memory joggers and emotional framing to help them visualize who they can refer to.

SCRIPT: AAA SOI Touch Call (Top 10–25 People)

Call every 30–45 days. Goal: Relationship + Referral

Agent:

"Hey [Name], I was thinking of you and just wanted to check in. How's everything going?"

(Let them talk—then pivot gently to business)

*"You've always been one of those people I value and trust.
This year, I've set a goal to help more families than ever—but only the right ones.
I'd love to work with more people like you."*

"If someone in your world was thinking about buying or selling, would you feel comfortable connecting with us?"

(Add a memory jogger)

"Maybe someone at work, in your neighborhood, or even a family member who's thinking about making a move?"

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SCRIPT: Past Client Check-In Call (Quarterly)

Agent:

"Hey [Name], I was reviewing past clients and saw your name. I realized it's been a while since we caught up. How's life in the new place?"

(After casual reconnecting, pivot with confidence)

"You may not know this, but most of the people I help now come from introductions by clients like you.

So let me ask—who's the next person I can help? Anyone you've heard talking about real estate lately?"

SCRIPT: "It's Been a Long Time" Reconnect Call

Agent:

"Hey [Name], it's Dan Rochon. I know it's been a while—I just wanted to reconnect, say hi, and let you know I'm still here if you or someone you care about needs help navigating this market."

(Build a small bridge—ask about family, work, move, etc.)

"Would it be okay if I stayed in touch more regularly with helpful updates or insights you might find valuable?"

(Then ask)

"And before I let you go—do you know anyone right now who's thinking about buying, selling, or just has questions about the market?"

SCRIPT: Asking for Referrals in Social Settings (Low-Key & Natural)

Agent:

(If they ask how business is):

"Thanks for asking—business has been great, and I'm always happy to help another great family."

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(Pause. Smile. Then softly ask)

"If someone you care about needed advice on buying or selling, would you feel comfortable introducing us?"

"You probably know someone at work or church who's talking about moving—just planting the seed."

SCRIPT: Asking Vendors for Referrals

Agent:

"Hey [Vendor Name], I was thinking about how often I recommend your services—because I know you take care of people. And that got me wondering..."

"Would you be open to returning the favor and introducing me to at least one person this month who's thinking about buying or selling?"

"It doesn't have to be a sure thing—just someone you think I could help."

"I'll make you look like a hero. And of course, I'll continue sending people your way too."

SCRIPT: Your Team Asking for Referrals

Train your admin and ops team to say this at the end of every service call or closing update:

"By the way, if you hear of anyone who needs help buying or selling, [Agent] would love to help them just like we're helping you."

"Do you know anyone at work, school, or in the neighborhood who might want to make a move?"

SCRIPT: After the Close – Activate the Testimonial + Referral

Agent:

"[Name], it's been an honor to help you. I'd love to ask a small favor now that everything's wrapped up."

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“Can I use you as a reference if someone asks what it’s like to work with me?”

“And would you be willing to share a short testimonial? Or if easier, I can write one based on our experience together and you can tweak it.”

(Then ask)

“Also—who’s the next person you know that I can help have the same great experience?”

Teach to Sell Application:

- Use **mirror neurons** by describing the kind of person you help: “families like yours,” “hardworking business owners,” etc.
- Leverage **social proof** by saying “most of my clients come from referrals—people love knowing their friends are in good hands.”
- Insert **embedded commands** when asking: “If someone you care about needed help, I’d love to be the one you send them to.”

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FSBO + Expireds Listing Scripts

Key Concepts Before the Script

- **FSBOs want control.**
You give them control—by offering clarity, strategy, and real options.
- **Expireds want trust.**
They tried and failed. Your certainty becomes their emotional safety net.
- **You lead the conversation.**
Use assumptive energy, mirror their emotion, and calmly direct them toward action.

FSBO SCRIPT: First Call

Agent:

“Hi, is this the owner of the property on [Street]?”

(Wait for confirmation)

“I saw that it’s listed for sale by owner—and I wanted to reach out with one simple question:

If you knew for a fact that working with a trusted expert would put more money in your pocket—even after commission—would you be open to that conversation?”

(Pause, then shift into neutral value mode)

“I’m Dan Rochon with CPI, and I specialize in helping homeowners like you who want to stay in control—but also want results.

Would you be open to a quick 10-minute meeting so I can show you a few ideas you may not have considered?”

“How does later today or tomorrow sound?”

FSBO Quick Memory Joggers to Use:

- “Have you had any solid offers yet?”
- “What’s been the biggest challenge so far?”
- “Do you have a backup plan if it doesn’t sell soon?”
- “If a buyer needed financing help, do you have someone handling that?”

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- “Would it be useful to know what the latest market comps are?”

FSBO FOLLOW-UP SCRIPT (2nd or 3rd Call)

Agent:

“Hi [Name], it’s Dan Rochon again—I just wanted to check in and see how things are progressing with the sale.”

(Wait, then soften with NLP pacing)

“Most FSBOs I work with either sell quickly—or they realize fast how demanding it is to handle showings, screening, negotiation, and legal compliance solo.

If you’ve found yourself in that second category, I have a few options that don’t require giving up control. Would you like to hear them?”

(If yes, book the in-person meeting)

EXPIRED SCRIPT: First Contact

Agent:

“Hi [Name], I’m Dan Rochon. I noticed your home came off the market recently and I had one quick question:

Have your plans changed, or are you still hoping to make a move?”

(Wait for their answer, then drop into pacing & leading)

“Most people I talk to in your shoes are a little frustrated—and rightfully so. You made the effort, and you didn’t get the result. Can I ask... what do you feel went wrong?”

(Let them answer. Then transition with authority and compassion.)

“What I’d like to do is give you a second opinion. I’ll review what was done, what was missed, and what your home is truly worth in today’s market—no fluff, just facts.

Would it be helpful if I stopped by for 15 minutes this week so you could finally get some clarity?”

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EXPIRED REFRAME: If They Say “We’re Just Going to Wait”

Agent:

“I understand—and many sellers feel the same way after an experience like that.”

(Then reframe with soft authority)

“Let me offer this: What if the perfect buyer shows up next week... and you’re not on the market anymore?”

“Wouldn’t it be frustrating to miss that chance just because your last agent didn’t deliver?”

“Let’s look at the situation together. You don’t have to relist now—but you do deserve a real strategy.”

OBJECTION HANDLERS FOR FSBO & EXPIRED

“Do you have a buyer?”

“Possibly. But let me ask—if I did have the perfect buyer, would you feel comfortable with the price, paperwork, and terms all on your own?”

“It’s not just about having a buyer—it’s about protecting your equity and getting the best deal. Let me show you how we do that.”

“I’m just going to keep trying on my own.”

“I respect that—and you may pull it off. But most FSBOs spend time chasing, guessing, and hoping. My clients spend time moving forward.”

“What if I could show you a hybrid option where you stay in control—and still benefit from professional exposure, negotiation, and buyer filtering?”

“We had a bad experience.”

“I’m sorry to hear that. And I’m not surprised—too many agents talk a big game and underdeliver.”

“That’s exactly why I work differently. When we meet, I’ll walk you through the system I use that creates consistent results for my clients—and if you like it, great. If not, we shake hands and part as friends.”

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THE CONSISTENT & PREDICTABLE INCOME C O M M U N I T Y

Teach to Sell Application

- **Pattern Interrupts:** Say what they don't expect.
"What if I told you you could still be in control—and still sell faster, for more?"
- **Assumptive Closes:**
"When we get together..." instead of "If we meet..."
- **Pacing + Leading:**
"Most FSBOs feel that way... and that's why I suggest we..."
- **Embedded Commands:**
"Let me show you what it would look like to get your home sold on your terms."

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THE CONSISTENT & PREDICTABLE INCOME
C O M M U N I T Y

Objection Handling Deep Dive

Key Concepts Before the Script

- **Every objection is a doorway to deeper truth.**
Ask, don't argue. Guide, don't push.
- **There are no "price objections"—only clarity gaps.**
If they saw what you see, they'd choose what you choose.
- **Use NLP to lead their brain, not fight their resistance.**
Mirror, pace, question, reframe, then softly lead.

CORE OBJECTION HANDLING FRAMEWORK (Use this with any objection)

1. **Acknowledge & Align** ("If I were you..." pacing)
2. **Isolate** the objection ("Other than that, is there anything else?")
3. **Clarify** with a soft question ("Help me understand..." or "What do you mean by...")
4. **Reframe** to a more empowering perspective
5. **Lead** with a close or new decision frame

OBJECTION: "We want to wait."

Agent:

*"I totally get that—and if I were in your shoes, I might feel the same way.
Quick question though: What exactly are you hoping will change by waiting?"*

(Let them explain—this reveals whether it's time, uncertainty, or fear.)

"I hear you. And sometimes waiting feels like a safer option—but here's the truth most people don't hear:

Inaction has a cost too. While you're waiting, prices might rise, rates may shift, or that dream home could be gone."

"What if we got together to put a strategy in place now—so you're ready the moment the time feels right? No pressure—just clarity."

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OBJECTION: “Can you cut your commission?”

Agent:

“That’s a great question—and I’d ask the same if I were you.

Can I ask—are you trying to save money or maximize what you walk away with?”

(Pause. Let them answer.)

“Because here’s the truth: My fee isn’t a cost—it’s an investment in your bottom line.

Discounted agents don’t defend price, don’t market hard, and don’t negotiate with backbone.”

“I don’t get paid until I deliver the result you want. So when you think about it, isn’t it smarter to hire someone who protects your equity rather than discounts their own value?”

OBJECTION: “We’re talking to other agents.”

Agent:

“I completely respect that. This is a big decision—you deserve to explore your options.”

(Then softly lead with contrast)

“Most sellers meet with agents who present marketing plans. I do that too—but I also bring a results plan: one designed around your real goals and timeline, not just standard templates.”

“Wouldn’t it make sense to include one more perspective before you decide? I can meet you [date/time]—and either I’ll earn your trust, or you’ll have more clarity. Win-win, right?”

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OBJECTION: “We want to price it higher and test the market.”

Agent:

“I understand—most sellers want to see what the market will bear. That makes sense on the surface.”

“But here’s what experience—and psychology—teach us:

The moment your home hits the market, the clock starts ticking. Every day it sits, buyers wonder: ‘What’s wrong with it?’”

“Wouldn’t it be smarter to price it to create competition and drive offers, instead of listing high and hoping for the best?”

OBJECTION: “I need to talk to my spouse/friend/advisor.”

Agent:

“Absolutely. It’s smart to consult with the people you trust.”

(Then use a subtle accountability close.)

“When they ask what we discussed, what will you tell them is holding you back from moving forward?”

(Let them talk. You’ll now uncover the real objection.)

“Let’s get you to a place of full confidence—then if your [spouse/advisor] has questions, we can answer those together.

How about we book a follow-up call for [day/time] just to make sure we stay on track?”

OBJECTION: “We’ve had bad experiences in the past.”

Agent:

“I’m sorry to hear that—and unfortunately, I hear that more than I’d like. Too many agents overpromise and underdeliver.”

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"That's exactly why I work differently. My system isn't built on scripts or hope—it's built on psychology, process, and proven steps."

"I'm not asking you to commit right now. I'm just inviting you to see what a real strategy looks like. When would be a good time to walk you through it?"

OBJECTION: **"We're not sure we want to sell anymore."**

Agent:

"I appreciate your honesty—and sometimes when things don't go as expected, it's tempting to pull back."

(Then softly probe)

"Let me ask—if the perfect buyer made a full-price offer tomorrow, would you still feel unsure?"

"Sounds like the goal hasn't changed, just the confidence in the path. Let's get clarity together."

You deserve to know your options before you pause completely."

Teach to Sell Application

- **Language of Certainty:** Use "Here's what we'll do next..." vs "Would you like to..."
- **Embedded Commands:**
"You'll feel more confident when you see what's possible..."
"Let's go ahead and look at your options now..."
- **Pressure Relief Frames:**
"You're not committing to a move—you're committing to a plan."

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THE CONSISTENT & PREDICTABLE INCOME
C O M M U N I T Y

Closing Scripts + Paperwork Confidence

Key Concepts Before the Script

- **Closing is not an event—it's a transition.**
It's simply helping the client take the next logical step.
- **Assume the yes.**
Use language that reflects confidence, not permission-seeking.
- **Paperwork = Confidence Frame.**
Reposition contracts as empowering tools, not pressure points.

SCRIPT: Listing Close – Standard Assumptive Style

Agent:

“So here's what we'll do: We'll go with [agreed price], we'll use the full marketing plan we discussed, and we'll go live by [target date].”

“All we need to do now is take care of the paperwork so we can get started. Let's go ahead and sign here.”

(Hand them the pen. Don't over-explain. Let silence do the work.)

SCRIPT: Listing Close – Pressure Release Variation

Agent:

“You've told me what matters most is [insert motivation], and you're clear this is the next chapter.”

“I'm not here to pressure you—I'm here to help you act on what you already know you want.”

“Let's take care of the formalities and get you one step closer to [insert desired outcome]. Sounds good?”

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THE CONSISTENT & PREDICTABLE INCOME C O M M U N I T Y

SCRIPT: Buyer Close – Commitment to Write Offer

Agent:

“This home checks all the boxes, and you lit up when we walked through it. If we wait, someone else may write—and then you’re competing.”

“Let’s write a strong offer now and put you in control. Worst case, they counter or decline. Best case—you win the home.”

“Are you ready to go for it?”

SCRIPT: Buyer Close – “Let’s Talk About Paperwork”

Agent:

“Let me walk you through what the offer paperwork looks like—it’s actually simpler than most people think.”

“The contract gives you control: built-in protections, timelines, and contingencies that ensure you’re not locked in unless you choose to be.”

“After we review it together, if you’re confident, we’ll go ahead and submit it. If not, we pause. Fair enough?”

SCRIPT: “We Need to Think About It” Close (Soft NLP Push)

Agent:

“I respect that completely. Let me ask this—what’s the one thing you’d need to feel completely confident about moving forward today?”

(Let them tell you. Use their answer to reframe, clarify, or handle.)

“Sounds like we’re really close. Why don’t we go ahead and complete the paperwork now—and I’ll build in that condition or answer so you feel good about it?”

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SCRIPT: Price Still Feels Too Low – Listing Close with Staged Reduction

Agent:

“Let’s go ahead and list it at the price you’re hoping for. I want to honor that.”

“But here’s what we’ll do—we’ll watch the response closely for the first two weeks. If we’re not seeing activity, we’ll revisit and adjust together.”

“That way, you get the best shot—and a plan B in writing. Let’s sign the agreement and set our checkpoint now.”

Teach to Sell Application

- **Close with Confidence Language:**
Use: “Here’s what happens next...” vs “Do you want to...?”
- **Paperwork Frame:**
“This isn’t a commitment to the outcome. It’s a commitment to move forward with a strategy.”
- **Mirror Their Motivation:**
“You said your goal was [sell by June / get your kids in school / stop paying double mortgages]. Let’s take the next step toward that now.”

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THE CONSISTENT & PREDICTABLE INCOME C O M M U N I T Y

Lead Follow-Up & Nurture Scripts

Key Concepts Before the Script

- **Follow-up is service, not chasing.**
When done right, it feels helpful, not salesy.
- **Curiosity opens the mind.**
Questions beat statements—always.
- **Consistency = Trust.**
Be the one who shows up, stays relevant, and sounds confident.

SCRIPT: New Lead Follow-Up (Within 24–48 Hours)

Agent:

“Hey [Name], it’s Dan Rochon. Just checking in—I wanted to follow up on your inquiry about [topic/address/goal].

Have you already found what you’re looking for, or is the search still active?”

(Soft re-engagement. Then frame the next step.)

“Let’s take 10 minutes this week to clarify what you’re looking for. That way I can help you move forward without the guesswork.”

SCRIPT: Lead Went Cold (1–2 Weeks Silent)

Agent:

“Hey [Name], I haven’t heard back from you—and that’s totally okay.

Most people I help take a little time before they’re ready to move.”

“I just wanted to ask: Are you still exploring your options, or has something changed on your end?”

(Then offer a soft step forward)

“If you’d like, I can put together a quick action plan—no pressure, just clarity.

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Would that be helpful?"

SCRIPT: Long-Term Nurture (Monthly Check-In)

Agent:

"Hey [Name], just checking in. When we last spoke, you were considering a move sometime around [target month/season]."

"Is that still the case, or has your timing shifted?"

"There's some activity in the market that could affect your options, so I wanted to be sure you had the most up-to-date info."

SCRIPT: Fast Follow-Up on a Missed Call or Missed Opportunity

Agent (Voicemail or Text):

"Hey [Name], it's Dan Rochon. I just missed you—I wanted to connect before the market shifts again or the opportunity window closes."

"Let me know when we can talk for 5–10 minutes. I think you'll be glad you did."

SCRIPT: Buyer Not Ready to Commit

Agent:

"Hey [Name], I know you're still feeling things out—and that's totally fine."

"But homes are moving fast, and I don't want you to miss the right one."

"Let's meet briefly for a Buyer Strategy Session. That way, even if you're not ready now, you'll know what to do when you are."

SCRIPT: Seller Who Said "Not Yet"

Agent:

"Hey [Name], when we last spoke, you mentioned waiting to list until [timeframe]."

"Just checking—are we still on track for that, or has anything shifted?"

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(Then guide forward)

“Would it help if I gave you a quick market update or a revised value range based on the latest activity? Could be eye-opening.”

SCRIPT: Text Message Reactivator (Short + Emotional + Ethical CTA)

Text 1:

“Hey [Name], I was thinking about your move to [destination or goal]. Still part of the plan?”

Text 2:

“No pressure—I just want to be sure you don’t miss an opportunity you’d regret. Want to revisit your options this week?”

Teach to Sell Application

- **Use Curiosity Framing:**
“Would it be helpful if...” instead of “Are you ready to...”
- **Reinforce Their Motivation:**
“Last time we spoke, you mentioned wanting to [goal]. Is that still the priority?”
- **Soft Recommit Close:**
“Should I keep you on my list of serious buyers/sellers—or pause for now?”

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THE CONSISTENT & PREDICTABLE INCOME C O M M U N I T Y

Open House, Cold Calling & Farming Scripts

Key Concepts Before the Script

- **You're not interrupting—you're offering an opportunity.**
Act like the expert they've been hoping would show up.
- **Speak like a neighbor, not a telemarketer.**
Your tone and pacing build trust faster than your script.
- **Your job is to uncover the truth—not close immediately.**
Discovery leads to decisions.

SCRIPT: Open House – Greeting and Initial Connection

Agent:

"Hey there! Welcome in. Feel free to explore—I'll be close by if you have any questions."

(Give space, not pressure. Then gently re-engage with curiosity.)

"Out of curiosity, are you just browsing today—or actively looking for your next place?"

(If they're just browsing, say:)

"Perfect place to do it. This home gives you a good feel for what's possible in this area."

(If they're actively looking:)

"Nice! Tell me, what's your timeline like? Are you already working with an agent?"

(Then softly invite to deeper conversation)

"If you'd like, I can show you some listings that match what you're after—even a few not on the public sites. Want me to send those over?"

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SCRIPT: Open House Exit Follow-Up (Text or Call)

Agent:

"Hey [Name], it was great meeting you at the open house today. I thought of one or two other homes that might be an even better fit for what you're looking for."

"Want me to send those over so you can check them out this weekend?"

SCRIPT: Cold Call Around Just Listed or Just Sold

Agent:

"Hi, this is Dan Rochon with CPI. I just listed a home right here in the neighborhood on [Street]—wanted to let you know in case you had any questions."

(Pause. Let them engage. Then pivot with curiosity.)

"Quick question—have you or any of your neighbors thought about selling if the right offer came along?"

"There's still strong demand and low supply, so homeowners are getting premium offers—even if they weren't planning to move."

"Would you be open to a no-pressure home value update, just to know where you stand?"

SCRIPT: Cold Call Follow-Up – Neighbor Curiosity

Agent:

"Hi [Name], just circling back from our quick chat last week about the sale on [Street]."

"Out of curiosity—has anything changed since we last spoke?"

"We've had a few more properties move in the area, so the numbers may be even better than when we last talked."

"Want me to send over a quick update?"

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SCRIPT: Farming Door-Knock – Community Connector Style

Agent (smiling, calm, non-salesy):

“Hey there—I’m Dan, I live/work right here in the area and just wanted to introduce myself.”

(Hold branded notepad, hand out quick stat sheet or value flyer)

“We just helped a family sell over on [Street]—they got [price or terms] with multiple offers.

I’m stopping by today to let neighbors know what’s happening and to see if there’s anything real estate-related I can help you or your family with.”

(Then memory jog)

“Anyone at work, in your friend group, or maybe a neighbor talking about moving?”

SCRIPT: Leave-Behind or No Answer

Sticky Note / Text / Voicemail:

“Hi [Name], it’s Dan Rochon. I’m the agent working in your neighborhood—just sold [address] for a strong price. I’d love to give you a quick update on how that might affect your home’s value.”

“Let me know if you’d like that info. No pressure—just good to know where you stand in this market.”

Teach to Sell Application

- **Pattern Interrupts:**

“You probably weren’t expecting a real estate call today—but I promise to make it worth 60 seconds.”

- **Non-Threatening Questions:**

“Would it be helpful to know what your place might go for in today’s market?”

- **Social Proof:**

“A few of your neighbors have been surprised by the offers they’ve gotten lately. Thought you might want the same insight.”

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THE CONSISTENT & PREDICTABLE INCOME C O M M U N I T Y

Absentee Owners, Renters, Investors & FSBO Follow-Up

Key Concepts Before the Script

- **These leads aren't cold—they're just misunderstood.**
You're not selling; you're solving.
- **Curiosity converts.**
Ask questions they've never been asked—be the pro no one else is.
- **Speak to their *situation*—not their script.**
Custom framing wins these deals.

SCRIPT: Absentee Owner / Out-of-Town Landlord

Agent:

"Hi, is this [Name]? Dan Rochon here. I'm calling about your property on [Street]. I know you don't live there—so I'll get right to it."

"We're seeing strong investor activity in that area—and I wanted to ask:

If you received a strong offer on that property, would you even consider selling?"

(Let them talk. Then get deeper with soft NLP probes)

"How long have you owned it?"

"What's been your plan for it—long-term hold, or more temporary?"

"If the numbers made sense, would it be helpful to know what it might go for in today's market?"

SCRIPT: Renter-to-Buyer Transition

Agent:

"Hi [Name], I noticed you're currently renting in [Area]—and I wanted to reach out because a lot of renters don't realize how close they might be to owning."

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“Would it surprise you to know that, in many cases, the monthly cost of ownership is equal—or even less—than rent?”

“I work with a lender who specializes in helping renters become buyers. If you’d like, I can set up a no-pressure discovery call to see if it’s even an option.”

“When would be a good time to explore that?”

SCRIPT: Investor Buyer Lead (From Zillow / Online)

Agent:

“Hey [Name], I saw you’re looking at properties in [Area]. Just so I know how to help—are you looking for a primary residence or more of an investment?”

(If investment:)

“Got it. What’s your strategy—cash flow, flips, value-add, short-term rentals?”

“Are you looking for on- or off-market deals? I work with both, and I can help you see what’s worth your time—and what’s a waste.”

“Want me to send a few off-market options your way that fit your numbers?”

SCRIPT: FSBO Follow-Up (2nd–3rd Call)

Agent:

“Hey [Name], it’s Dan Rochon—we spoke a little while back about your home on [Street]. Just wanted to check in: has anything changed since we last spoke?”

(Let them talk. Then re-engage with a powerful question)

“Have you gotten the kind of traction you were hoping for yet?”

“If you don’t mind me asking—what’s been the biggest frustration so far?”

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“Sometimes all it takes is a fresh approach and a better plan. Would you be open to a 15-minute conversation to walk through what I’d do differently?”

SCRIPT: Property Manager or Tenant Contact (Lead Conversion)

Agent (talking to a tenant or manager):

“Hi, I’m calling about the property on [Street]. I understand you may not be the owner—do you mind pointing me in the right direction?”

(If they’re helpful, thank them and ask:)

“Do you happen to know if the owner has ever considered selling—or is it strictly a long-term hold?”

(If yes, get contact info or permission to send mail/intro.)

“Appreciate your help! I’ll follow up with them directly and keep you posted.”

SCRIPT: Vacant Home or Unmaintained Property (Drive-by Trigger)

Agent:

“Hi, I noticed the property at [Street] looked vacant—or at least lightly used. I wasn’t sure if it was something you’re still holding onto—or thinking of selling soon.”

(Let them respond. Then say:)

“We have a few buyers looking in that area—and off-market properties are in demand.

Would you be open to a simple price discovery conversation?”

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THE CONSISTENT & PREDICTABLE INCOME C O M M U N I T Y

Teach to Sell Application

- **Reframe Selling into Exploring:**
“Would it be helpful to know what it could go for?”
“Let’s explore what options exist—no commitment, just clarity.”
- **Use Questions to Prequalify While Building Rapport:**
“How long have you owned it?”
“What was your original plan with this property?”
- **Create Safety with ‘No Pressure’ Language:**
“Not asking you to decide—just offering info so you stay in control.”

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THE CONSISTENT & PREDICTABLE INCOME
C O M M U N I T Y

Post-Close Scripts & Referral Objection Handlers

Key Concepts Before the Script

- **The sale is the beginning, not the end.**
Your system should activate *after* the deal closes.
- **Referrals are emotional.**
People refer when they feel seen, proud, and confident in you.
- **Objections about “not knowing anyone” are rarely true.**
You just haven’t asked in a way that triggers memory or trust.

SCRIPT: Post-Close Celebration Call

Agent:

“Hey [Name], congratulations again! I just wanted to check in and say how thrilled I am for you—and to ask, now that the dust has settled, how’s everything feeling?”

(Let them celebrate and reflect. Then pivot with this powerful close.)

“I have a small request. If you had a great experience, would you be willing to share that with others?”

“Most of the people I help now come from referrals—and it means more coming from you than it ever could from me.”

“Who’s the next person I should be helping right now?”

SCRIPT: Post-Close Testimonial + Social Proof Activation

Agent:

“Would you be open to sharing a short testimonial I can use on my site or social media?”

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"You can write it—or if you'd like, I'll jot something down based on our journey together and you can tweak it. Want to try that?"

"Also, if I sent a quick link to leave a Google review, would that be cool?"

(Then follow through with the email and link. Make it easy.)

SCRIPT: 30-Day Post-Close Check-In + Referral Ask

Agent:

"Hey [Name], can you believe it's been a month? Just wanted to check in—how's everything with the house and move?"

(Let them share, then pivot softly.)

"By the way, I always ask: Who's the next person you know who could use a great real estate experience like you had?"

"Anyone at work, in the neighborhood, or in your friend group talking about moving?"

"Even if you're not sure if they're ready, I'm happy to help however I can."

REFERRAL OBJECTION: "I don't know anyone right now."

Agent:

"Totally fair—and thanks for thinking about it. Let me ask this..."

"If someone close to you was buying or selling, would you feel confident introducing them to me?"

(When they say yes—which they will—soften and set the seed.)

"Awesome. When that moment comes, just send them my way. Even a heads-up text is perfect."

"And if it's okay, I'll check in with you every now and then to see who I can help next."

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REFERRAL OBJECTION: “I don’t like giving out names.”

Agent:

“I completely understand—and I’d never want to cross any lines.”

“Here’s another option—when you hear someone talking about real estate, would you be comfortable saying:

‘I have the perfect person for you—you should talk to my agent.’”

“That way, you’re helping them—and if they want to follow up, I’ll be here.”

REFERRAL OBJECTION: “I want to wait and see how things go first.”

Agent:

“Absolutely—I want you to feel 100% confident first.”

“I’ll check in with you in a couple weeks once everything’s settled—and if you feel the same then, we can talk about who else I can help.”

“I’m not here to rush anything—I just want to keep doing good work for great people.”

SCRIPT: Simple Referral Email Template (To Be Sent by Client)

Subject: You should talk to my agent

Body:

Hey [Friend’s Name],

I wanted to introduce you to my real estate agent, Dan Rochon. He helped me with [buying/selling], and it was one of the best decisions I made.

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THE CONSISTENT & PREDICTABLE INCOME C O M M U N I T Y

If you're even thinking about making a move, he's the person you want in your corner—super knowledgeable, no pressure, and gets results.

Here's his info:

☎ [Your Number]

✉ [Your Email]

🌐 [Your Website]

Let me know if I can help make the intro.

Teach to Sell Application

- **Make Referrals About the Referrer**
"You'll look like a hero when you connect them to the right agent."
- **Use Permission-Based Questions**
"Would it be okay if I checked in now and then?"
- **Nudge Gently, Often**
"Who's the next person I should help?" → becomes part of your language rhythm."

These scripts work best out loud, on repeat, with a room. Join the CPI Community live — free, every 2nd & 4th Monday:

NoBrokeMonths.com/room