**SOP – Presenting the Team (Referral Agent)** 

3 Things the Client wants to know:

1. Can they trust us? Talk about why you are in this business, to do a better job than others, etc!
2. Do we know what we’re doing? Excellence? This will come out in the presentation!
3. Do we care about them? Show them through past stories about clients you have helped!

BE CAREFUL NOT TO MAKE IT TOO MUCH ABOUT YOUSELF AND NOT ENOUGH ABOUT THE WORKING AGENT. Let them know you joined the Team because you trust them so much! And you would never choose them if they weren’t knowledgeable enough to take care of your clients!

Give them a Team Card to further validate your Team.

Always call each other Business Partners.

**Introduction** – Phrases you can use to introduce and explain the Team

The Team and I work together in all ways possible to sell your home.

With my many years of expertise and \_\_\_\_\_\_’s internet savvy, we cover every base you need to get your home sold. (Or to find you the best home)

Again, we’re partners. You know about me and just in case you want to know a little about \_\_\_\_\_\_\_\_ (tell his/her story). I’ll have \_\_\_\_\_\_\_\_\_ call you to get more details from you and set up a search. He/she will set up a more thorough search than I can with today’s technology! I’ll be on top of it too.

Tell one or two great things that you like about the Team.

Tell them \_\_\_\_\_\_\_\_\_ will be more up to speed on the details than you, but they can call either of you anytime. And mention Peggy & Laura in the office will be on top of the transaction details always. That’s how a Team works, we’re all working for you together!

Objection: But I want you! Answer: I’m always available, but you’ll be better served by \_\_\_\_\_\_\_\_ as he/she:

Knows that area of town better than me.

Is more up to date on technology marketing, which is how homes are sold today.

You don’t want me to market for you, you want my Team, they’re on top of the latest

marketing trends!

I simply am not showing homes anymore, that’s why I have a Team, and I’ve trained them well

in taking care of my clients the way they’re used to being cared for.

Is more available than me.

I’ll be out of town, but I fully trust \_\_\_\_\_\_\_\_. He/she’s one of the BEST!