

# Pivot Script

**...Just Not Now**

**Adjust as needed to meet your  
clients' evolving needs in your  
market of the moment.**



# Compliance: Do Not Call/Telephone Consumer Protection Act

## WARNING!

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The Telephone Consumer Protection Act regulates calls to cell phones and landlines, auto-dialed calls, prerecorded calls, faxes, and calls to numbers on the Do Not Call Registry. Class-action litigation for TCPA violations is rapidly increasing. Such claims present catastrophic exposure. Consult an attorney for guidance on the TCPA and DNC laws, including consent requirements, autodialer restrictions and prerecorded messages.

### ① Auto Dialers

The TCPA regulates calls and texts to a cellphone using an automatic telephone dialing system (autodialer)

### ① Prior Express Written Consent/ Written Consent

In certain cases, a caller must have prior express consent before making a call. In other cases, prior express written consent is required.

### ① Know the Federal and State Laws

In addition to federal laws, several states have laws governing telemarketing. Talk with your broker about any guidelines and Do Not Call lists your market center may have.

### ① Violations

Recipients of calls that violate the TCPA may recover up to \$1,500 for each violation. Use of an autodialer can rapidly accelerate potential damages.

## DO NOT CALL DO'S AND DON'TS

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Under federal law, sellers and telemarketers may not call individuals listed on the Federal Trade Commission's Do Not Call Registry. Failure to comply with DNC laws could result in substantial government fines and/or civil legal action against you. Consult an attorney regarding compliance with DNC laws.

### ① Subscribe to the Registry

The DNC registry is hosted on a dedicated website. Your Market Center should subscribe to the Registry and give you login credentials. Making ANY telemarketing calls without access to the Registry violates federal law.

### ① Check Before You Call

Before making a call, check to see if the number is on any of these lists: 1. the National Do Not Call Registry; 2. any state Do Not Call list; 3. your internal list. If the number is on any of these lists, delete it.

### ① Honor Consumers' Requests

Never call a number on the Do Not Call Registry. And honor an individual's request to be added to your internal DNC list.

### ① Limited Exceptions

Federal law allows telemarketing calls to be made in very limited circumstances. Contact a lawyer prior to using an exception to ensure it applies.

# Pivot Script \ \ ...Just Not Now Script

- Come from curiosity
- Lead with your heart
- Show understanding for circumstances
- Above all, people and safety come first

**SELLER:** I want to cancel my listing appointment / I want to sell ... just not now.

**AGENT:** I hear what you are saying. You want to cancel your listing appointment and put [motivation] on hold.

I am sure I might know some of your concerns ... tell me a little more about your decision.

**SELLER:** Well, no one is out looking at homes and I don't want anyone in my house.

**AGENT:** Of course, that makes sense ... I agree and it makes sense. The safety of you and your family comes first.

**SELLER:** Good, cancel it and we will talk another time.

**AGENT:** May I share something to consider about an opportunity right now?

The market has a very low, low amount of inventory ... were you aware of that?

**SELLER:** No.

**AGENT:** What that means is that there is very little competition on the market, so the few homes on the market now really stand out.

Also another consideration is that the interest rates are at a 60 year low, buyers feel that the rates may go up and serious committed buyers want to look for a home. They really want to take advantage of interest rates.

Does that make sense also that we have low inventory, low interest rates and serious buyers are still active?

# Pivot Script \ \ ...Just Not Now Script cont.

**SELLER:** Yes.

**AGENT:** One last thing to consider. Market indications show that we are moving toward a recession. So this could be the top of the market. Prices are strong right now and I personally don't know what will happen to prices in the next month or so. Are you feeling the same way?

What are your feelings about real estate prices ?

**SELLER:** (They tell you what they think about the market)

**AGENT:** This might be the time to maximize your equity. Do you see what I mean by maximizing your equity?

**SELLER:** Yes.

**AGENT:** So I know you can see it's a great time to be a buyer and a seller.

**SELLER:** I don't know how we can be on the market.

**AGENT:** I have a solution you might want to consider strongly.

So ... to take advantage of a strong price for your home, interest rates at a 60 year low, serious buyers and low competition ... KW agents are showing and selling everyday. There are some real estate franchises that just shut business down.

Here is how it could work for your safety.

What if we had a virtual tour that we put on line to market your property? In fact I can help you do it with your iphone or ipad. Really easy! So no one is coming to your home .

I have a stager that will go through your home , room by room with your iphone also and give you great suggestions.

Does that sound doable for you?

# Pivot Script \ \ ...Just Not Now Script cont.

**AGENT:** Yes. What about showings?

**SELLER:** Yes.

**AGENT:** Please consider this ... all showings would be virtual. What if we did not have any in-home showings until we had an accepted offer?

Obviously, that keeps you safe ... and makes sense ... right?

**SELLER:** Yes.

**AGENT:** Putting safety first and using the current national information, we could consider a showing on an accepted offer. What if we then allowed the buyer into the property with all necessary safety precautions in place?

I have a system from gloves to “booties” and, if necessary, a cleaning crew.

Is that something you would consider? We would take each day on a case-by-case basis.

**SELLER:** Yes.

**AGENT:** I would not be doing my job if I did not come up with a possible solution to selling your home for top dollar and marketing it to all the serious buyers so you can (mention their motivation).

I would like to set up a listing appointment by using Zoom on your computer. Are you familiar with Zoom?

I can easily show you how to use it. You will need a computer with a camera or an iPad. It's just a click and we will be in a listing appointment meeting and we can see each other.

# Pivot Script \ \ ...Just Not Now Script cont.

**AGENT:** Lets consider allowing the buyer with the accepted offer into the property with all the safety precautions necessary in place.

I have a system for safety from gloves to “booties” and, if necessary, a cleaning crew.

No one comes in unless there is an accepted offer. We use all safety precautions and keep the showing to a minimum of people with an accepted offer.

Is that something you would consider?

**SELLER:** Yes.

**AGENT:** Safety first. We, of course, will monitor the health situation on a day-to-day basis and we can always take a new direction .

I would not be doing my job if I did not share a possible solution so you can sell your home and [motivation], plus maximize the opportunity in this market.

Low inventory, low interest rates, serious buyers and some homes that were in competition with yours are just off the market.

So don't you agree that we can make this work and take advantage of the market by keeping your home on the market.

**SELLER:** Yes.