



6 EASY DOOR OPENERS

Questions to Ask Agents to Get the Conversation Started

1. Do you or agents you know hold Open Houses?

Agent Response: "Yes, why?"

How to Answer: Let them know you can help them get a free **Open House Safety App** that will instantly verify visitor phone numbers via text message. It also sends a follow-up email on the agent's behalf and stores visitor contact information in the agent's account.

2. Thank you for your business card. Do you have a *digital* one?

Agent Response: "A what...?"

How to Answer: Let them know you can help them get a free **Digital Business Card** that will reside on the smartphones of all their past clients. The Digital Business Card has one-touch access to the agent's phone or email, as well as an MLS search.

3. Would you like to attract home buyer leads?

Agent Response: "Yes, how?"

How to Answer: Let them know that VisualShows creates a unique **Property Text Code** for each listing they add to their account. The text code is a great lead capture tool to use on sign riders. The agent is notified via email every time a potential buyer texts for more info.

4. Would you like to generate more online exposure and leads?

If an agent says "No", move on... quickly!

How to Answer: If they say "Yes", let them know you will be happy to help them get a free VisualShows account where they will have access to multiple online marketing tools at no cost to them. These tools include Single Property Websites, Digital Flyers, and more!

5. Would you like to make sure other agents don't steal your past clients?

Agent Response: "Of course!"

How to Answer: Help agents retain past clients by using a **Client Retention Page** in VisualShows. Clients get a free report from your agent's site that will alert the agent to a past client who is now wanting to know what the value of their home is.

6. Would you like to get buyer leads from other agents' listings?

Agent Response: "Sure, is it legal?"

How to Answer: Assure agents that they can market other agents' listings as long as they have permission from the broker or the agent. The marketing materials will go online and consumers will see those properties. This leads to more exposure for you and your agent!