

# The Mayor Campaign Dialogue

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## Dialogue

“Oh, by the way, if you were buying or selling a home, or had a friend or family member who was, do you have an agent you would refer them to?”

For people you know well:

“Oh, by the way, if you were buying or selling a home, or had a friend or family member who was, am I the person you’d refer them to?”

## Additional Dialogue:

Using the Mayor Campaign to qualify individuals is imperative. There are only two possible responses: “Yes” and “No.”

If the response is “Yes,” meaning they already do have someone they’d refer, then your reply is:

“That’s great, it’s important that you have a qualified professional to work with.

The point is, you now know not to invest your time.

If the response is “No,” then your reply is:

“Well, I’d like to be that person...

...and from time to time I come across valuable real estate information that everyone finds helpful. Would you like to receive that?”

[Sure]

“OK, great. Where’s the best place to send it?”

[Probably my home address]

[123 Main Street]

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“OK, great. Now if something came up and I needed to get a hold of you, what’s the best number to reach you at?”

[555-1212]

“OK, great. I’m going to stay in touch with you and if you know of anyone who is thinking about buying or selling a home, just give me a call with their name and business number and I’ll be happy to follow up with them.”