

 Ylopo RaiDAR Scriptbook

# Calling Seller Leads Alongside Ylopo RaiDAR Prospecting Value-first Call Guide

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# Purpose Of The Call

Keep the vibe casual. This conversation was unexpected. You are calling because the homeowner **engaged with information** we sent.

## Your job is to:

- Press into curiosity
- Normalize “not ready”
- Ask thoughtful questions based on the texts
- Help them avoid bad decisions

If you do this right, trust builds and next steps happen naturally.

# How To Open The Call

## SCRIPT:

Hey {{First Name}}, this is {{Agent Name}}. I saw my assistant was texting with you about some information on your home, so I wanted to continue that conversation for a minute.

### Pause.

If they hesitate or sound guarded:  
**Totally fine, I'll keep this short.**



**Say this early. It removes pressure immediately.**

**SCRIPT:**

*I'm sure you aren't ready to sell any time soon, but have you thought at all about moving in the next year or so?*

**Why this works:**

- Assumes “not ready” as the default
- Makes it safe to say yes or no
- Invites honesty instead of resistance

# Disarming Frame

## (Very Important)



**01**

Always reference what they engaged with.

**02**

Pick the one that applies.

**03**

If they responded to a value or pricing text:

I saw my assistant sent you some pricing information.  
What stood out to you when you looked at that?

**04**

**Follow-ups:**

- Tell me more about that.
- How did you decide that felt high or low?

# Connect Directly To The RaiDAR Texts

# If they responded to the *agent comparison* text:

*I saw you were open to information about local agents. What made you curious about that specifically?*

## Follow-ups:

- Are you comparing options, or just educating yourself right now?
- Have you worked with an agent before?



# If they responded “maybe” or “just looking”:

*When you say “just looking,” what does that actually mean for you right now?*

## Follow-ups:

- Is that more about timing, or uncertainty about the market?
- What would need to change for this to feel more real?



# If they responded to the “*home valuer*” text:

*You mentioned a price that would make moving worth it. How did you land on that number?*

## Follow-ups:

- Is that based on lifestyle goals or what you've seen in the market?
- If the market supported that number, what would you want to do next?





## Use “*Tell Me More*” And “*How Did You Decide*” Often

These are your best tools.

**Examples:**

**“Tell me more about that.”**

**“How did you decide that was the right timing?”**

**“What makes that important to you?”**

**“Then stop talking. Find their story”**



# Normalize Not Being Ready



This is where you win trust.

**SCRIPT:**

*I'm actually glad to hear you're not ready to sell yet. I specialize in helping people who aren't ready.*

**Pause. Let that land.**

**THEN:**

- Most people I work with just want clarity before they make any decisions.



# Value Statement (No Selling)

Use this when it fits naturally.

## SCRIPT:

*What I normally do is a walkthrough of a client's home, in person or virtual, and look at it the way a buyer would. The goal is to help you avoid spending money on repairs or upgrades that won't give you a return.*

”

## Key point:

- This is framed as preventing wasted effort, not pushing a sale.

# Transition To Next Steps (Only If It Fits)

Never force this. Offer it as an option.

## SCRIPT:

*If it would be helpful, the next step for most people at your stage is just a quick walkthrough to get clarity. No pressure, no listing conversation.*

*Would that actually be useful for you, or not yet?*

**If they say no:** That's totally fine. Then staying informed is probably the smartest move right now.



# Closing The Call



★ Clean. Calm. Confident.

## SCRIPT:

*It sounds like you're still figuring things out, which is totally normal. What I usually do at this stage is a quick walkthrough, in person or virtual, where I look at the home the way a buyer would and point out repairs or upgrades you don't need to do so you don't waste money when the time comes. Is there usually a better day of the week for that?*

”

## Why this works:

- Assumes “not ready”
- Frames the walkthrough as preventing wasted money
- No mention of listing
- Softly moves to scheduling without pressure

# What Success Looks Like

Success is not always an appointment.

**Success is:**



**Clear understanding  
of their timeline**



**Clear motivation**



**Trust**



**Continued  
engagement**

# Text Drips alongside Ylopo RaiDAR Prospecting



**Text 1  
Day 1:**

Hey! %client\_first\_name%, %agent\_name, here — I saw you were curious about selling. What's your ideal timeline? (Just exploring, next few months, or ASAP?)

**Text 5  
Day 5:**

If you had a magic-number price that would make moving worth it... what would it be?

**Text 2  
Day 2:**

Hey there, I just wanted to check in with you and include your custom market valuation report. If you have any questions let me know and I can connect you with an experienced local agent. %custom\_ylopo\_seller\_report%

**Text 6  
Day 6:**

Happy to do a quick walkthrough (in person or virtual) just to give you clarity and options — zero pressure. Want to find a time?

**Text 3  
Day 3:**

I totally get not being sure — the sellers report I sent you yesterday can be a great starting point to answer questions about the market and your property. Id be happy to spend ten minutes reviewing with you? Is this afternoon a good time?

**Text 7  
Day 7:**

Still here if you need anything. I noticed some shifting in the market trends this week, would you like to discuss?

**Text 4  
Day 4:**

I can also send you a prep list with the top 3 things that would give you the biggest return. Want me to send that your way?

**Text 8  
Day 8:**

I took the liberty of setting up a home search in your area for you. Check it out here: let me know if you see anything that catches your eye!

# Thank you!



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