

► 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.

- Do not apologize.
- Do not ask permission to sell.
- Anchor directly to the text conversation.

**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.**

# How To Open The Call



# Disarming Frame

(Very Important)

**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





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. I'd 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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