

Automated Marketing Packages

# A.M.P.

by Breakthrough Broker

## The Goal

Any script, dialogue or conversation outline is to ensure success when communicating with real estate agents regarding content within Breakthrough Broker.

## scripts & dialogue



**You**

*"Hi (agent) , it's (your name) .I am calling because I was reviewing my Breakthrough Broker advertising report and I noticed you have a new listing on (street) , street. I wanted to say congrats, and to make sure you saw the ten, already done marketing items Breakthrough Broker sent you."*

**Agent**

*"I have not seen those."*

**You**

*"I am so happy I called, they sent you everything you need to market the listing. As a matter of fact if you want, I can get you a farming list and we can get the Just Listed Postcard out today!*

*If nothing else check out the Consumer Shareable. It is a super unique piece for your sellers to post on their Facebook announcing their home is for sale; it will market you to their sphere! There is also a cool Facebook Listing Announcement and an Instagram post ready to go.*

*You can find it in the email from support@breakthroughbroker.com and also under Marketing Packages in your Breakthrough Broker account on the site. You will see all of your saved A.M.P.s there."*