



THE GOAL

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

YOU: *"Hi _____, it's _____. I am calling because I was reviewing my Breakthrough Broker advertising report and I noticed you have a new listing on _____, 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 in the **MY Marketing** under **MY BB** on the site. You will see all of your saved AMPs there.."*