

Buyer/Seller Talk Tracks

Draft 1

7/7/2023

Anything in **highlights** is a core element that all AEs/RVPs should mention in their pitches as a benefit of working with 2-10 HBW.

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Buyer/Seller Talk Track – Phone Call Answered

Hello, this is {Your Name}, your 2-10 Home Buyers Warranty representative. Am I speaking with {Buyer/Seller Name}?

{wait for response}

If NO: May I please speak with {Buyer/Seller Name}?

If Unavailable: Move to “Buyer/Seller Talk Track – VM”

If YES: It’s nice to speak with you today, {Buyer/Seller Name}. I’m calling about how a 2-10 Home Service Plan can protect your budget at this most important time and give you access to a trusted network of contractors if something important in your home breaks down.

{wait for response}

If “NOT NOW”: There’s never been a better time to give yourself peace of mind, and I’ll only take a few minutes of your time.

If they refuse: Is there a better time I can schedule with you?

If they agree: [Move to “If OK”]

If “OK”: 2-10 Home Buyers Warranty gives you access to several benefits. We help you reduce the costs of unexpected breakdowns and offer US-based customer support when you experience a covered breakdown. How would you feel if you could do all these things simply and effectively?

{wait for response, which will likely be “Good”}

Well, it gets even better. My team and I can help you can give you access to our vetted contractor network so you don’t need to wonder who to call when something goes wrong.

What would you say if I could offer to protect your budget before, during, and after your transaction?

{wait for response, which will likely be “I want that”}

A 2-10 Home Service Plan can put you on that path. Did you know that one of the biggest causes of buyer’s remorse is the cost of unexpected breakdowns?

{wait for response}

It’s true. A 2-10 Home Service Plan can address that pain point and make this transaction a smoother experience. And you know this better than anyone: Buying/Selling a house is full of unknowns and curveballs. I can help you reduce the likelihood that an unexpected breakdown hurts your experience of homeownership.

When’s the last time a home warranty provider offered to protect you throughout the transaction?

{wait for response}

With 2-10, excellence is our standard. We help you protect your budget when you need to protect it most.

Plus, a Home Service Plan goes a long way in reducing buyer's remorse. We offer industry-leading HVAC coverage, a rebate for buyers when they change their locks, and complimentary listing coverage where allowed by law.

And 2-10 has US-based customer service when you need to talk to someone. Not all home warranty providers can offer that.

Buyer/Seller Talk Track – In-Person

Hi {Buyer/Seller Name}, thanks for meeting with me today. I'm excited to show you how a 2-10 Home Service Plan can protect your budget at this most important time.

Tell me: How would you feel if you reduce the costs of unexpected breakdowns and access US-based customer support when you experience a covered breakdown?

{Wait for response, which will likely be "Good"}

Then you'll love 2-10 HBW. We help you reduce the costs of unexpected breakdowns and offer US-based customer support when you experience a covered breakdown. How would you feel if you could do all these things simply and effectively?

{wait for response, which will likely be "Good"}

Well, it gets even better. My team and I can help you can give you access to our vetted contractor network so you don't need to wonder who to call when something goes wrong.

What would you say if I could offer to protect your budget before, during, and after your transaction?

{wait for response, which will likely be "I want that"}

A 2-10 Home Service Plan can put you on that path. Did you know that one of the biggest causes of buyer's remorse is the cost of unexpected breakdowns?

{wait for response}

It's true. A 2-10 Home Service Plan can address that pain point and make this transaction a smoother experience. And you know this better than anyone: Buying/Selling a house is full of unknowns and curveballs. I can help you reduce the likelihood that an unexpected breakdown hurts your experience of homeownership.

When's the last time a home warranty provider offered to protect you throughout the transaction?

{wait for response}

With 2-10, excellence is our standard. We help you show your buyers and sellers how valuable a Home Service Plan is, which allows you to offer added value. When providing added value is your standard, it helps you stand out.

With 2-10, excellence is our standard. We help you protect your budget when you need to protect it most.

Plus, a Home Service Plan goes a long way in reducing buyer's remorse. We offer industry-leading HVAC coverage, a rebate for buyers when they change their locks, and complimentary listing coverage where allowed by law.

And 2-10 has US-based customer service when you need to talk to someone. Not all home warranty providers can offer that.

Buyer/Seller Talk Track – Voicemail

Hi {Buyer/Seller Name}, this is {Your Name}, your 2-10 Home Buyers Warranty representative. I wanted to talk to you about how you a 2-10 Home Service Plan can protect your budget, offer US-based customer service, and give you access to a trusted network of contractors at this most important time in your life.

I have some availability this week, so give me a call at XXX.XXX.XXXX. I'm looking forward to talking with you.