Applicant qualification script

Questions to qualify property applicants in a natural order, for your team or an AI assistant. Answer their question first, then ask one or two at a time.

1. First reply

- Which property are you interested in?
- Confirm it is still available, and send the details they asked for
- Would you like to view it?

2. Qualifying

- When are you looking to move?
- What budget are you working to?
- Are you buying with cash, a mortgage or in a chain?
- Do you have a mortgage in principle?

3. Their situation

- Do you have a property to sell or let?
- How many bedrooms do you need?
- Anything that is a must-have?

4. Booking

- Offer two or three real slots from the diary
- Confirm the booking and the address
- Send a reminder on the day

Hand to a negotiator when

- [ ] They want to make or discuss an offer
- [ ] They are a vendor or landlord
- [ ] They raise a complaint
- [ ] The question is regulated or sensitive
- [ ] They ask for a person

Full guide: **roleplan.ai/guides/whatsapp-lead-response-estate-agents**. Agree the questions with your negotiators for each market you work in.