



THE STEVEN KIM
GROUP

Quick Scripts (Actionable Quick Wins)

- Phone: “Hi [Name], Steven here—before we chat homes, how are you feeling about the Ontario market these days?”
- In-person open house: Warm smile, “Thanks for coming—moving can be exciting yet scary; what’s top of mind for you?”
- Objection handler: If they push back, “I get it, no pressure—I’m here to make this feel safe”
- Ontario adaptation: Weave in local data empathetically (“With rates steady at 2.25%, I understand the hesitation...”).

Phone Call Script (e.g., Inbound Lead or Circle Prospecting)

Goal: Build instant comfort on a cold/warm call

Timing: 0-60 seconds.

“Hi [Name], this is XX from XX with REAL Brokerage—thanks so much for taking my call. I know the Ontario market right now can feel a bit overwhelming with rates steady and inventory shifting—totally get it if you’re feeling cautious.

Before we chat about anything else, I pulled a quick snapshot of recent sold comps in your area (no strings attached—I just like sharing helpful info upfront). Would it be okay if I text or email that over right now?

[Pause for yes] Great—sending it your way. What’s top of mind for you today?”

Quick Win: Ends resistance by leading with free value (proof) and a “yes” question—clients feel cared for immediately.

Original opener → Offer comps → [They say “No thanks” or “Not interested”]

Agent:

“No worries at all, [Name]—I totally get it. Market stuff can feel overwhelming, and I appreciate you letting me know.

No pressure at all—I’m just here if you ever want a quick second opinion or update on Uxbridge/Ontario trends.

Out of curiosity, what’s been top of mind for you lately with real estate? Even if it’s just venting about the market, I’m all ears—no strings.”

If they engage: Great—listen actively, validate, and flow into natural rapport.

If they still shut down (e.g., “Nothing really”):

“Completely fair—thanks again for your time today. If things shift or you need anything, feel free to reach out anytime. Have a great rest of your day!” (End call positively—plant seed for future touches.)