

VM

(Name). My name is (Your Name).

I represent an investment firm called Fusion Growth Partners.

We have been partnering with a very select group of agents; giving capital and other resources to increase sales, leads and client base, freeing-up time for our agent partners, and commissions.

I am calling to schedule a time when you and I can speak. My number is...

SCRIPT

Hi, I was looking for (Name). My name is (Your Name).

I represent a business growth firm called Fusion Growth Partners.

We have been partnering with a select group of agents; giving capital and other resources to increase their sales, leads and client base, freeing-up their time, and, of course, increasing commissions—the most important part.

Do you have a few minutes to speak with me?

(If “no” – schedule appointment)

(If “yes” – continue below)

As I mentioned, I represent Fusion Growth Partners. We are a business acceleration firm.

We partner with individual business owners, that, we believe, have the potential to build and run a more profitable organization.

We spend time looking for agents that fit the profile that we are looking for, and we reach out to them, as I have reached out to you, to learn a little more about you and your business.

Anyhow, after some research, your name has come to my attention.

If, after speaking with you briefly, we feel that you're the right fit for us—and we agree on terms—we begin to invest our capital and resources directly into your business.

Have you ever seen Shark Tank? Same idea.

The investments we make into our partners' business gives capital for marketing, a list of back-office services and needs, staff, and an experienced group of advisors.

We make this investment up-front and without obligation; so, we expect nothing from our partners at this point but that they continue to work hard. We simply participate later as the business grows.

I should ask (Name), if you're even interested in growing your business?

Our research shows that you've sold (\$XX.XX) during the last twelve months; are those figures correct?

How many of those were your own homes?

How many of those were flips?

The reason I ask is that we invest a large amount of time, energy, and money into our partners' businesses, and we want to make sure that both your goals and our goals are a match.

How long have you been an agent?

What long-term goals do you have for your business? Are you looking to retire within the next 5 years?

Do you have an assistant or any other staff?

Do you have any licensed agents that work specifically with your clients in a support role, like a buyer's agent?

We understand that it takes effort to scale a business; *and we know that only two percent of successful full-time agents has a business that grows consistently year-over-year. Usually that gain averages 10% over a ten-year period. We also know that most of those businesses, after a successful year or two, they plateau, they tire-out, and they start to shrink in size.*

To achieve the level of success that we look to reach with our partners isn't something that's easily or often done on their own. Our primary goal is to help you to make your business grow consistently year-over-year.

What do you think, (NAME), are you interested in more details?

I'd like to tell you more about our company (NAME), about how a partnership with us works, and what agents can expect from us. We do that in an online format as a PowerPoint Presentation; done in such a way that you can look me in the eye, and see that I am a real person calling from a real company.

Do you have time to do that now (Name), or should we schedule it for a time later in the week?

(If "yes" –do now or schedule time later)

(If "no" – MOVE ON!)