

Sample Home Script from HBW Leads

INTRODUCTION

Hi, this is **[Telemarketer Name]** calling on behalf of **[Agency Name/Carrier]**. Before I go any further, I'd like to mention that this call may be recorded for training and quality assurance purposes. We wanted to let you know about our new House & Home home-owners insurance policy. **[Carrier Name]** House & Home Insurance offers many discounts and allows you to tailor your policy to fit your individual needs.

And with **[Carrier Name]**, you don't have to cut coverage to get a competitive price. Would you like to see if we can save you some money on your home insurance? We may be able to save you even more if you switch your auto insurance to **[Carrier Name]**, too.

But first, have there been any claims on your house in the last 5 years? If more than one thank them for their time.

QUALIFYING QUESTIONS

- Type of house? [Mobile homes not on a permanent foundation are disqualified]
- Who are you currently insured with?
- How long have you been with **[Carrier Name]**?
- Do you know how much you pay?
- When is your renewal date?
- What is the market value of your home?
- What year was your house built?
- How many stories is your house?
- What is the square footage of your house?
- How many bedrooms and baths does your house have?
- Is your garage detached or attached? How many stalls?
- Do you have a security system or dead bolts?
- Do you have a smoke detector and fire extinguishers in your house?
- What year was the roof last done?
- What is your liability coverage?
- Are you still living at **[Insert Address]**? [Verify the complete address including zip code]
- What is your middle initial?
- What is your spouse's name?

- What is your date of birth? What is your spouse's date of birth?
- What is alternate phone number where you can be reached?
- What is your email address?
- What is the best time to reach you?

WRAP UP

That is all we need right now, **[Prospective Customer's Name]**. **[Agent Name]** will be giving you a call back within 1 to 2 business days to go over the quote they have prepared and may possibly need to ask you a couple more questions about the information you've given me. If you could have your current policy declaration page available when they call, it will ensure that you receive the most accurate information.

Does that sound okay? **[Must say "YES" to be counted as a lead]**

Thank you very much for your time and have a great rest of your day.