

USAA® Real Estate Rewards Network

Agent Selection Tool (AST) Initial Contact Scripting – Agent

Agent:

Good day Mr/Mrs Member. This is (Agent Name) with (Company Name). I am calling on behalf of USAA.

Congratulations on taking the first step in purchasing a new home by enrolling in the USAA Real Estate Rewards Network. (A) I am honored that you selected me to partner with you on this upcoming home purchase (or sell) and welcome the opportunity to assist you. or (B) I am honored that I was selected as the agent who is best suited to partner with you on this upcoming home purchase (or sell) and welcome the opportunity to assist you!

There are several key features of the program. First, you are partnered with me, a USAA certified agent who will assist with your real estate needs. In addition, you get the support of your USAA Real Estate Rewards Network Advocate who will be oversee your transaction. Last, as a thank you, you will receive a cash reward after you purchase a property through the program (IF AVAILABLE IN YOUR STATE).

Your Advocate will be contacting you within the next business day to confirm we have spoken and they will assist with any additional questions that you may have regarding the program or the cash reward.

I have received your initial search/home information and would like to take time to gather a little more information from you about your search/home sale.

(Begin here verifying information and doing a needs assessment)

My intention is to provide you an exceptional real estate experience. If at any time I am not exceeding them, please notify myself or your USAA Real Estate Rewards Network Advocate.

(Confirm when next contact will be and which method they prefer). Thank you for trusting USAA!