

BUILDING AUTHORITY ON THE FIRST CALL.

A script guide for brokers who are tired of losing clients they should have kept.

Ten reasons brokers fail to build authority on a first call, and the exact words to fix each one.

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THE ROOT PROBLEM

THE FIRST CALL IS NOT A TRANSACTION. IT IS AN AUDITION.

Most brokers lose a client before they ever really had them. Not because the property was wrong. Not because the price was off. Because the broker on the other end of the phone sounded exactly like every other broker the client had already spoken to that day.

Your client spoke to other brokers before they called you. They will speak to more after. What you say in the first call does not just determine whether they give you a viewing or a shortlist position. It determines whether they remember you at all when they sit down to make a decision.

Authority is not claimed. It is demonstrated. In the first call, it is demonstrated through the quality of your questions, the specificity of your knowledge, the confidence of your positioning, and the clarity of your process. Every item in this guide is about demonstration, not declaration.

THE TEST

After every first call, ask yourself: if this client spoke to three other brokers today, is there anything I said or did that would make me the one they remember? If the answer is no, this guide tells you exactly what to change.

REASON 01

THEY DON'T DIFFERENTIATE FROM OTHER BROKERS.

THE PROBLEM

The client asks 'why should I work with you?' and gets an answer about market knowledge and developer relationships. The previous three brokers said exactly the same thing. The broker has handed the client zero reason to choose them.

THE FIX

Your differentiation must be specific, provable, and immediate. Not 'I know the market well' but 'I work exclusively from DLD transaction data, not developer projections, which means every recommendation I give you is based on what actually happened in this market, not what someone wants you to believe.' That is a differentiator. Say it in the first two minutes.

THE SCRIPT

"Before I walk you through anything, I'd like to explain how I work that is different to most brokers you will speak to."

"I do not work from developer brochures or marketing materials. Every recommendation I make is built on Dubai Land Department transaction data, actual registered sales and leases. That means when I tell you a project is performing, I can show you the evidence. Not a projection. Evidence."

"That is why I am confident that what I am about to show you is actually right for you, not just right for my commission."

REASON 02

THEY DON'T MAKE THE CLIENT FEEL SPECIAL.

THE PROBLEM

The client feels like a lead in a database, not a person with a specific situation. The broker is clearly running through a standard script. The call feels generic because it is generic. The client gives less and less as the call goes on because they sense they are not really being listened to.

THE FIX

Use their name deliberately. Reference specific things they said back to them. Slow down. Pause before you respond. Make every answer feel considered rather than rehearsed. The client should feel, at the end of the call, that you were focused entirely on them for those thirty minutes. Because you should have been.

THE SCRIPT

"[Name], can I ask you something before we go any further?"

"Everything I am going to show you today, I want it to be built around your situation specifically, not a standard pitch. So the more you can tell me, the more useful I can be. This allows us to not waste your time with things that are not relevant to you."

REASON 03

THEY DON'T ADD ENOUGH VALUE.

03

THE PROBLEM

The call ends and the client has learned nothing they could not have found themselves on a property portal. No data they did not already have. No insight that changed how they were thinking about the market. No reason to believe that this broker knows something other brokers do not.

THE FIX

Every first call should leave the client with at least one piece of information that genuinely shifts their understanding. A DLD data point they had not seen. A community performance figure. A developer comparison that reframes what they thought they knew. One thing that makes them think: I am glad I spoke to this person.

THE SCRIPT

"Before I send you anything, I want to share something with you that most brokers would not think to show you."

"The DLD registered [X] transactions in [Community] in the last 12 months. Average price per square foot moved from AED [X] to AED [Y]. Rental yields on registered leases, not projected, registered, are sitting between [A]% and [B]%. That is the actual picture. Everything I show you will be anchored in those numbers."

REASON 04

04

THEY DON'T HAVE THE CORRECT FOLLOW-UP CADENCE OR REASON.

THE PROBLEM

After the call, the broker sends a brochure pack and a WhatsApp message saying 'hope this helps, let me know if you have any questions.' Three days pass. Nothing. The broker follows up with 'just checking in.' The client ignores it because there is nothing in it for them. The relationship dies not from rejection but from irrelevance.

THE FIX

Every follow-up must have a specific reason to exist. Not 'just checking in' but 'I pulled the latest DLD data for [Community] and something shifted this week that I think changes the picture for you.' Give them something every time. A reason to open the message. A reason to reply.

THE SCRIPT

"I am going to stay in touch with you over the coming days, but I want to be clear about how I do that."

"I will only ever reach out when I have something specific and relevant to share, a data point, a development, something that directly affects what we discussed today. I will not send you generic property lists or check-in messages. Every time you see my name, there will be a reason for it."

REASON 05

THEY TALK ABOUT THE PROPERTY BEFORE THEY UNDERSTAND THE PERSON.

05

THE PROBLEM

The broker launches into a project presentation within the first three minutes of the call. The client has not yet told them their timeline, their budget, their motivation, their fears, or their previous experience. The broker is presenting to a profile they invented rather than the one sitting in front of them. The client notices.

THE FIX

Spend the first third of every first call asking and listening. Not selling. Not presenting. Asking. The presentation that follows will be three times more effective because it will be built on what the client actually told you, not what you assumed.

THE SCRIPT

"Before I show you anything, I want to make sure I actually understand what you are looking for, because the worst thing I can do is show you something impressive that is completely wrong for your situation."

"So tell me: what has your search looked like up to now? What have you seen? What has been missing from everything you have looked at so far?"

[Listen. Do not interrupt. Take notes. Ask one follow-up question before you say anything about a property.]

REASON 06

THEY HAVE NO CLEAR POINT OF DIFFERENCE.

THE PROBLEM

The broker knows they are different from other brokers. They have more experience, better data, a better process. But they never articulate it. They assume the client will figure it out over time. The client does not have time. They are making a decision based on a thirty-minute call.

THE FIX

Write down your three points of difference before every call. Then find a natural way to deliver each one in the first fifteen minutes. Not as a sales pitch. As context. As the reason you work the way you work. The client should be able to answer 'why are you using this broker?' with your words by the end of the call.

THE SCRIPT

"There are three things about how I work that I think are worth knowing before we get into the specifics."

"First, I only recommend projects and properties I would personally stand behind. If the data does not support it, I do not present it, regardless of commission."

"Second, I use DLD transaction data as my primary reference point. Not brochures, not developer projections."

"Third, you will always deal directly with me. Not a junior team member, not an assistant. Me."

REASON 07

THEY PITCH INSTEAD OF CONSULT.

THE PROBLEM

The broker talks for 80% of the call. The client talks for 20%. By the end, the broker has delivered a comprehensive pitch and learned almost nothing about the person they just pitched to. The client leaves feeling sold at rather than advised. They choose someone who made them feel heard.

THE FIX

Flip the ratio. In a first call, you should be speaking for no more than 40% of the time. The other 60% is the client talking and you listening. The questions you ask are the demonstration of your expertise. A broker who asks the right questions is trusted more than a broker who knows all the answers.

THE SCRIPT

"I am going to ask you some questions that might feel more detailed than what you have been asked before. That is deliberate, the more I understand your situation, the more specific I can be with what I show you."

"Starting with this: what is the primary driver behind the decision to invest right now? Is it capital growth, yield, a lifestyle element, or is it something else entirely?"

[Listen. Probe. Ask a follow-up. Do not fill the silence with a presentation.]

REASON 08

THEY DON'T ESTABLISH CREDIBILITY WITH DATA.

08

THE PROBLEM

The broker speaks confidently about the market but uses no specific numbers. 'The market is doing really well right now.' 'Yields in that area are strong.' 'That developer has a good track record.' None of these statements can be verified. None of them separate this broker from the four others who said the same things.

THE FIX

Data creates authority where opinion creates doubt. Have three to five specific, current data points ready before every call. Transaction volumes. Price per square foot movements. Yield ranges on registered leases. Developer completion records. Use them naturally. Not as a lecture, as context for what you are recommending.

THE SCRIPT

"I want to show you why I am recommending this specifically rather than just telling you it is a good investment."

"The DLD recorded [X] transactions in [Community] in the last 12 months. Average price per square foot at [X] versus [Y] two years ago. Registered rental yields between [A]% and [B]% based on actual Ejari leases. This developer completed their last [X] projects within [timeframe] of projected handover."

"That is the basis for what I am about to show you. Not opinion. Data."

09

REASON 09

THEY DON'T CREATE A MEMORABLE MOMENT.

THE PROBLEM

The client spoke to four brokers that day. Three of them blurred into one. The broker who wins the instruction is the one who said something that stuck, something honest, unexpected, or unusually direct that the client is still thinking about the next morning. Most brokers never create that moment because they are too focused on not saying the wrong thing.

THE FIX

A memorable moment is usually created by honesty. Telling the client something they did not expect to hear. Acknowledging a weakness in a property before the client finds it. Saying something that no broker who was just trying to close a deal would ever say. That is what gets remembered.

THE SCRIPT

"Can I speak openly with you about something? The project you mentioned earlier, [Project X], I know it well and I am not going to recommend it to you."

"The developer has had completion delays on their last two projects and the resale volume in that community is very thin. I would rather tell you that now than show you something I do not believe in."

"What I want to show you instead is [Project Y], and I will show you exactly why the data supports it."

REASON 10

THEY FAIL TO AGREE A NEXT STEP BEFORE HANGING UP.

THE PROBLEM

The call ends with 'I will send you some options and we can go from there.' Nothing confirmed. No time agreed. No specific next step. The broker sends options. The client looks at them when they get around to it. The broker follows up two days later into a void. The other broker who ended their call with a confirmed viewing date on Tuesday at 2pm is already three steps ahead.

THE FIX

Before you end every first call, agree one specific next step with a specific time and a specific reason. Not 'I will be in touch' but 'I am going to send you the DLD data on [Community] today, and I will call you tomorrow at 11am to walk you through it before we decide what to look at. Does 11 work?' The relationship is controlled by whoever controls the next step.

THE SCRIPT

"Before you go, I want to make sure we are not leaving this as one of those calls that just drifts."

"Here is what I am going to do. I will send you the DLD data on [Community] and [Project] today, specifically the yield comparisons and the price movement over the last 24 months. Then I am going to call you tomorrow at [time] to walk you through it properly rather than have you try to interpret numbers on your own."

"Does [time] work for you tomorrow? And is there anything specific you want me to pull together before then?"

THE AUTHORITY CHECKLIST

RUN THIS BEFORE EVERY FIRST CALL.

Ten questions. If you cannot answer yes to all ten, you are not ready to pick up the phone.

- 01** Do I know my three specific points of difference and can I deliver them naturally?
- 02** Do I have three to five current DLD data points relevant to what this prospect is likely to ask about?
- 03** Do I know what questions I am going to ask before I ask them?
- 04** Am I prepared to spend the first third of this call listening rather than presenting?
- 05** Do I have a genuine, specific insight to share that they are unlikely to have heard from another broker?
- 06** Have I thought about what memorable moment I might create in this call?
- 07** Do I know what specific next step I am going to propose before the call ends?
- 08** Am I prepared to be honest about a weakness or a concern if it comes up, even if it costs me?
- 09** Do I have a follow-up message ready that has a specific reason to be sent rather than a generic check-in?
- 10** Would I want to work with me if I were on the other end of this call?

THE BOTTOM LINE

AUTHORITY IS NOT CLAIMED. IT IS DEMONSTRATED.

Every item in this guide comes back to the same thing. The broker who builds authority on a first call is not the one with the most experience or the best properties. It is the one who shows up prepared, listens more than they speak, adds specific value, and leaves the client with a clear next step and a clear reason to choose them over everyone else.

That broker exists in every market. In Dubai real estate right now, there are not enough of them. Be one of them.

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