

Refresh & Refurbish Scripts and Dialogues

Script 1: In-Person Consultation

Agent:

"Hi there, thanks for stopping by! I'd love to share an exciting opportunity that can make your home stand out. Our Refresh & Refurbish Program is designed to transform your property into a 'move-in ready' home—which means buyers will see its full potential and often pay top dollar."

Client:

"That sounds great. How does it work exactly?"

Agent:

"Good question. Essentially, we front the necessary funds—up to \$30,000—to cover improvements, updates, and even staging. This money is provided interest-free if repaid in full within 150 days, which gives you a stress-free boost to enhance your home's appeal without digging into your own pocket immediately."

Client:

"Interesting. So, you're saying that the improvements can increase both the market value and my net proceeds?"

Agent:

"Exactly. Updated and refreshed homes typically sell faster and at higher prices. Our team, which includes a network of trusted, professional contractors, will coordinate everything—from securing the funds to overseeing the refurbishing, even the final decorator touches. This means you're not juggling multiple tasks; we manage the process for you."

Client:

"That sounds like it really could take the pressure off me. I've heard that staging can make a big difference, too."

Agent:

"Absolutely. Staging is a critical part of the process, and it's included if needed. Plus, you're not just guessing on what improvements work; we've successfully refreshed over 100 homes with a combined \$2 million in funds applied. One of our clients, Rebecca, called the program 'ingenious' and said it was the most stress-free selling experience she'd ever had."

Client:

"So, you handle all the logistics and you even cover the initial costs? What are the next steps if I want to learn more?"

Agent:

"Yes, we take care of every aspect from start to finish. If you're interested, I'd be happy to review your home's needs, discuss potential improvements, and outline the detailed guidelines of the program. It's all about making your property shine while you enjoy more free time—and potentially a higher sales price. Shall we set up a time for an in-depth evaluation?"

Script 2: Phone Consultation

Agent:

"Hello, this is [Agent's Name] with Century 21. I'm calling because I wanted to share how our Refresh & Refurbish Program can elevate your home's market potential. Do you have a few minutes to talk about making your home 'move-in ready'?"

Client:

"Sure, I'm interested to hear more."

Agent:

"Great! Essentially, our program provides up to \$30,000 for updates and renovations to make your home stand out. Buyers consistently pay a premium for homes that are ready to live in because they save time and effort on costly renovations."

Client:

"That sounds promising. How does the payment handle work?"

Agent:

"The funding we offer is interest-free if repaid in full within 150 days, which gives you a strong financial cushion and flexibility. After 150 days, a modest 6% APR applies on the remaining balance, with the full amount due after six months or when the property sells. This structure keeps your upfront costs minimal while you reap the benefits."

Client:

"I like that idea. And what about the remodeling work itself?"

Agent:

"That's where our expertise comes in. I'll leverage our network of trusted, professional contractors to coordinate the refurbishing process. We manage everything from initial improvements to staging—making sure every detail is taken care of so that your home presents beautifully on the market. We've already refreshed over 100 homes with a total of

\$2 million funded, and one seller even described the process as 'the most stress-free home selling experience ever.'"

Client:

"It certainly sounds appealing. What should I do next if I want to move forward?"

Agent:

"Let's schedule a detailed consultation at your convenience. I can assess your home, outline the improvements that would add the most value, and review the program's guidelines with you. When would be a good time to meet and discuss this further?"

1. Conversational & Empathetic (Great for First-Time Sellers)

Agent:

"Let's face it—selling a home can feel overwhelming, especially if the place needs a little polish. That's where our *Refresh & Refurbish* program comes in. We actually front the money—up to \$30,000—for repairs and improvements, with zero interest if it's repaid within 150 days."

Client:

"So I wouldn't have to pay anything upfront?"

Agent:

"Exactly. No out-of-pocket costs to get started. We'll bring in licensed pros to handle everything—painting, repairs, staging—whatever your home needs to attract buyers and make it shine. I oversee the whole process so you can focus on your next move, not managing contractors."

2. Results-Driven Pitch (For Data-Oriented Clients)

Agent:

"Mike, in our local market, move-in ready homes sell faster and for significantly more. Our *Refresh & Refurbish* program is all about helping you position your home for maximum return—without upfront investment. We've already funded over \$2 million in projects across more than 100 homes."

Client:

"That's impressive. So it's a proven model?"

Agent:

"Absolutely. Many clients see a 5–10% increase in their final sale price. That could be tens of thousands in additional profit. We strategically focus on updates that deliver the

strongest ROI—and the best part? We cover the cost upfront and manage the entire process for you."

3. Storytelling Approach (Relatable and Personal)

Agent:

"I worked with a seller recently—Rebecca—whose home needed some updating. She didn't want to put in the time or money up front, but through our *Refresh & Refurbish* program, we funded her improvements, coordinated the work, and even staged the home. She called it the most stress-free experience she's ever had."

Client:

"That's encouraging. I don't have the bandwidth to take on a renovation."

Agent:

"That's exactly why this program exists. We handle everything, and you only pay back when the home sells or after 150 days—whichever comes first. It lets you focus on your next chapter while we maximize your selling potential."

4. Short & Punchy Elevator Pitch (Perfect for Events/Open Houses)

Agent:

"Did you know we can provide up to \$30,000—interest free—to help you fix up your home before it hits the market? It's called the *Refresh & Refurbish* program. You get professional improvements now, pay nothing up front, and likely walk away with a higher sales price. We manage the entire process. Want the details?"

Would you like me to adapt these for different media—like a promotional flyer, social post, or short video script? I can also help draft an FAQ or agent guide for fielding common objections. Let's make sure this program gets the attention it deserves.

Social Media Variations

1. Twitter Thread

Tweet 1:

Thinking of selling your home? Our Century 21 **Refresh & Refurbish Program** can help you get top dollar by making your home move-in ready — quick, stress-free, and designed to boost appeal. #RealEstate #HomeRenovation

Tweet 2:

We front up to **\$30,000** in funds for renovations and staging, with interest waived if repaid within 150 days. Imagine transforming your home without paying anything upfront! []

Tweet 3:

Our trusted network of contractors takes care of everything—from updates to final decor touches. One happy seller even called it “the most stress-free home selling experience ever.” #SellSmart

Tweet 4:

Ready to learn more? Contact your Century 21 REALTOR® today to see if your home qualifies for this proven, high-ROI program. #MoveInReady #Century21

2. Facebook Post**Headline:**

Unlock the Full Potential of Your Home with Our Refresh & Refurbish Program!

Content:

Selling your home just got a whole lot easier. With our Refresh & Refurbish Program, you can receive up to **\$30,000** in funding to spruce up your property—interest-free if repaid within 150 days. From essential repairs to complete staging, our trusted network of professional contractors delivers a stress-free makeover that helps your home sell faster and for a higher price!

One client even described the process as, “the most stress-free home selling experience ever.”

Comment below or send me a message to learn how your home can shine in the market!

Call to Action:

Contact your Century 21 REALTOR® now for a personalized evaluation.

3. Instagram Post / Story**Instagram Caption:**

Swipe ➡ to see the transformation!

Our **Refresh & Refurbish Program** funds up to **\$30,000** in renovations and staging—all managed for a move-in ready presentation. No upfront costs—just a smooth process that boosts your home’s sale price. DM us for details!

#HomeMakeover #RealEstate #Century21 #BeforeAndAfter

Instagram Story Slide Suggestions:

- **Slide 1:** (Text on image) "Dreaming of a stress-free home sale?"
- **Slide 2:** "Get up to \$30K for renovations & staging."
- **Slide 3:** "Interest free if repaid within 150 days."

- **Slide 4:** "Ready to transform your home? Contact us today!"

4. LinkedIn Post

Headline:

Maximize Your Home's Value with Our Refresh & Refurbish Program

Content:

In today's competitive market, a move-in ready home can mean the difference between a quick sale and a long listing. With Century 21's **Refresh & Refurbish Program**, we provide up to **\$30,000** for targeted renovations and staging—helping you achieve top dollar without the upfront hassle. Our process is efficient, coordinated, and designed to maximize your home's market potential.

Let's connect to discuss how this innovative program can work for you.

Call to Action:

Message me today or reach out to your local Century 21 REALTOR® for more details.

5. Short Video Script for TikTok/YouTube Shorts

Script:

"Hey everyone, [Your Name] here from Century 21. Are you ready to sell your home but worry about costly renovations? Check out our Refresh & Refurbish Program! We front up to **\$30,000** for updates and staging to make your home move-in ready. Best part: No upfront costs—if you repay within 150 days, it's completely interest-free. Our team of trusted contractors will handle everything, and one client even said it was the most stress-free experience ever. Curious? Drop a comment or DM me for details. Let's get your home shining in the market!"

Frequently Asked Questions (FAQ)

1. What is the maximum funding available?

Up to **\$30,000** can be provided for updates and improvements.

2. What are the repayment terms?

The funding is interest-free if repaid within **150 days**. After that, a modest 6% APR applies on any unpaid balance, with the entire amount due after six months or upon the sale/transfer of the property.

3. What types of improvements are covered?

The funds can be used for renovations that increase market appeal—this can include repairs, cosmetic upgrades, and professional staging.

4. Who coordinates the renovations?

Your Century 21 REALTOR® works with a network of trusted, professional contractors to manage the entire refurbishing process from start to finish.

5. Do I have to manage the process myself?

Not at all. We take care of all logistics, ensuring a seamless experience so that you can focus on your next chapter.

6. How soon can I get started?

Once we assess your home's condition and needs, we can move forward quickly. Contact your local Century 21 REALTOR® for a personalized evaluation.

Agent Guide: Handling and Overcoming Common Objections

Objection 1: "I'm worried about taking on more debt or repayment issues."

- **Response:**

"I completely understand. The funds are provided upfront at zero interest if repaid within 150 days, and the program is designed to add value to your home—often resulting in a higher sale price that more than compensates for the amount advanced."

Objection 2: "I don't have the time or energy to deal with renovations."

- **Response:**

"That's exactly why we manage the entire process for you. Our trusted team of contractors handles everything—from planning to execution—so you can enjoy a hassle-free, stress-free experience."

Objection 3: "What if my home doesn't sell quickly?"

- **Response:**

"The repayment terms are flexible and are designed to align with your selling timeline. In many cases, the upgrades lead to faster sales and better offers, reducing the time your home is on the market."

Objection 4: "I'm not sure my home qualifies for the program."

- **Response:**

"Let's set up a time for an evaluation. We can review your home's current condition and discuss how the program's improvements could enhance its value and appeal. There's no obligation, just an opportunity to explore your options."

Objection 5: "I'm concerned about the quality and cost of the renovations."

- **Response:**

“Our program partners only with trusted, professional contractors who have a proven track record in quality work. The focus is on strategic, valuable upgrades that provide the best return on investment.”

Additional Tips for Agents:

- **Highlight Success Stories:** Share testimonials (like Rebecca’s) to build trust and demonstrate a history of successful projects.
- **Show Data:** Emphasize the program’s effectiveness with figures, such as the number of homes refreshed and the total funding amount provided.
- **Personalize the Conversation:** Ask about the seller’s specific challenges and goals, then explain how the program aligns with their needs.
- **Educate on the Process:** Walk through each step—from initial evaluation to final staging—so clients know exactly what to expect.
- **Follow Up:** Encourage questions and offer follow-up sessions to address any lingering concerns.

Email Template Adaptations

A. Initial Outreach Email

Subject Line:

Transform Your Home’s Value: Discover our Refresh & Refurbish Program

Body:

Dear [Client Name], Are you ready to sell your home but worried about expensive renovations and repairs? With Century 21 Select’s Refresh & Refurbish Program, you can transform your property with up to \$30,000 in funding—all at no interest if repaid within 150 days. Our comprehensive program covers essential repairs, cosmetic updates, and professional staging, managed entirely by our trusted team of contractors. This means you can enjoy a hassle-free process while boosting your home’s appeal and market value. Here’s how it works: • A no-obligation assessment of your home’s needs • Up to \$30,000 provided upfront for needed upgrades • Professional coordination from start to finish • Flexible repayment terms designed to work with your timeline Don’t let the thought of renovations slow you down. Let us help make your home move-in ready and attract buyers willing to pay top dollar. Reply to this email or call me at [Your Phone Number] to schedule a free consultation. Best regards, [Your Name] Century 21 REALTOR® [Your Contact Information]

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B. Follow-Up Email for Interested Clients

Subject Line:

Your Path to a Stress-Free Home Sale Starts Here

Body:

Hello [Client Name], Thank you for your interest in our Refresh & Refurbish Program! I wanted to share more details about how we can help you achieve a move-in ready home without the usual financial or logistical headaches. Our program provides you with: • Up to \$30,000 in funding for renovations and staging • Interest-free repayment if the balance is repaid within 150 days • A network of professional contractors who manage every step of the process I would love to set up a time to assess your home's needs and show you how these improvements can lead to a faster sale and a higher selling price. Please let me know your availability this week, or feel free to contact me directly at [Your Phone Number]. Looking forward to helping you transform your home! Sincerely, [Your Name] Century 21 REALTOR® [Your Contact Information]

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3. Landing Page Copy

Headline:

Refresh & Refurbish: Upgrade Your Home for a Faster, Higher-Priced Sale

Subheadline:

Receive up to \$30,000 for home improvements with flexible, interest-free repayment—all coordinated for a stress-free selling process.

Sections:

1. How It Works:

- **Assessment:** We start by evaluating your home's current condition.
- **Funding:** Get up to \$30,000 upfront for improvements.
- **Execution:** Our network of professional contractors carries out repairs, updates, and staging.
- **Repayment:** Enjoy interest-free terms if repaid within 150 days, with flexible conditions to suit your sale timeline.

2. Why Choose Refresh & Refurbish?

- **Boost Your Home's Appeal:** Show buyers its full potential.
- **Increase Your Sales Price:** Move-in ready homes fetch top dollar.
- **Hands-Free Process:** We manage every detail, so you enjoy a stress-free experience.
- **Proven Results:** Over 100 homes rejuvenated and \$2M in funds provided.

3. **Success Story:**

- [Include a highlighted testimonial, e.g., "The program was genius. It took the stress out of selling my home—it truly was the most stress-free experience I've ever had!" – Rebecca]

4. **Call to Action:**

- **Ready to Transform Your Home?**
- [Button Text: "Get Your Free Consultation"]
- Contact your local Century 21 REALTOR® today to learn how you can benefit from this innovative program.

Footer:

Contact information, social media links, and a brief note on licensing and trademarks.

4. Additional Mediums

Promotional Video Script (for YouTube or Webinar)

Opening (10 sec):

"Are you looking to sell your home but put off by the need for costly renovations?"

Main Message (40 sec):

"Hi, I'm [Your Name] with Century 21. Our Refresh & Refurbish Program offers up to \$30,000 to enhance your home's look—all with no interest if repaid within 150 days. Imagine boosting your home's appeal with professional updates and staging, all coordinated by a trusted team. We've already helped over 100 homeowners achieve top-dollar sales by making their properties move-in ready."

Close (10 sec):

"Ready to take the next step? Contact your local Century 21 REALTOR® today for your free consultation and see how easy it is to refresh your home for the market!"

Print Ad for Magazines/Newspapers

- **Visual:** A large, compelling before-and-after image of a refreshed home.
- **Headline:** “Make Your Home Unforgettable. Get Up to \$30,000 for a Refresh Today!”
- **Body Text:**
“With Century 21’s Refresh & Refurbish Program, enhance your home’s market appeal without any upfront costs. Our experts take care of everything—from repairs to staging—ensuring your home sells faster and for a higher price. Learn more at [website URL] or call [Phone Number].”
- **Call to Action:** “Contact your local Century 21 Select REALTOR® for a free evaluation.”

For the West Coast / Folsom, CA Market

Brochure Copy:

- **Headline:**
Elevate Your Folsom Home to Its Full Potential!
- **Inside Panel – Key Benefits:**
 - Gain up to **\$30,000** to refresh your home—invested in updates that can boost your property value by an average of **8–10%**, based on recent local trends.
 - Enjoy interest-free funding if repaid within 150 days.
 - Work with a regional team of trusted contractors who understand Folsom’s market dynamics.

Inside Panel – Process Details:

“From a thorough home assessment to managing every renovation detail, our process is built to modernize your home quickly and efficiently. In our Folsom neighborhood, refreshed properties often yield quicker sales and competitive offers in a market where every updated detail matters.”

- **Back Cover – Call to Action:**
“Ready to elevate your home’s appeal and achieve a premium sale price in Folsom? Contact your local Century 21 REALTOR® today.”

Email Template for the Folsom Market:

Subject Line:

Boost Your Folsom Home’s Value with Up to \$30K in Renovations!

Body:

Dear [Client Name], In Folsom's competitive market, modern, move-in ready homes attract premium offers. That's why Century 21's Refresh & Refurbish Program is tailored for homeowners like you. Imagine adding up to \$30,000 in renovations that can increase your home's sale price by an estimated 8–10%. Our program funds the essential repairs, cosmetic updates, and professional staging—completely managed by our network of trusted local contractors. With interest-free repayment if paid within 150 days, this program is designed for a smooth, stress-free home selling experience. Ready to see how we can transform your property? Reply to this email or call me at [Your Phone Number] for a free, no-obligation consultation. Warm regards, [Your Name] Century 21 REALTOR® [Your Contact Information]

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Landing Page Copy (Regional Focus & ROI Details):

- **Headline:**
Maximize Your Folsom Home's Sale Price—Refresh & Refurbish with Up to \$30K!
- **Subheadline:**
“Modern upgrades have been shown to increase home values by 8–10% in Folsom. Our program is your key to a quick sale at a premium price.”
- **How It Works:**
 1. **Local Assessment:** Our Folsom experts evaluate your home's potential.
 2. **Funding:** Up to \$30,000 is advanced for the improvements.
 3. **Execution:** Local, trusted contractors provide timely, high-quality work.
 4. **ROI Impact:** Average updates can boost your home's sale price by 8–10%—translating into thousands of dollars in additional profit.
- **Call to Action:**
“Schedule your free consultation today and see how your home can become the talk of Folsom's market!”

2. Enhanced ROI Metrics & Detailed Messaging

Social Media Adaptations with ROI Emphasis

Twitter Thread Example:

- **Tweet 1:**
"Folsom homeowners: Did you know upgrades can increase your sales price by 8–

10%? Learn about our Refresh & Refurbish Program from Century 21.
#RealEstateROI #FolsomHomes"

- **Tweet 2:**

"We provide up to \$30K for renovations and staging—designed to boost your property's value while you pay nothing upfront if you repay within 150 days.
#HomeValue"

- **Tweet 3:**

"Our local experts and trusted contractors keep your project on schedule. More updated homes mean higher offers. Ready for results? #SellSmart"

- **Tweet 4:**

"Contact your local Century 21 REALTOR® today to see how this proven program can transform your home and your equity. #FolsomRealEstate"

Instagram Story Example:

- **Slide 1:** "Want an 8–10% boost in your home sale price?"
- **Slide 2:** "Our Refresh & Refurbish Program offers up to \$30K in upgrades."
- **Slide 3:** "Interest-free if repaid in 150 days—no upfront costs!"
- **Slide 4:** "DM us for a free evaluation and watch your Folsom home shine."

Video Script Adaptation for ROI Transparency

Promotional Video Script (Tailored for Folsom & ROI Metrics):

- **Opening (10 sec):**

"Hello, Folsom homeowners! Are you ready to unlock up to an 8–10% increase in your home's sale price?"

- **Core Message (40 sec):**

"I'm [Your Name] with Century 21, and our Refresh & Refurbish Program is here to help. We offer up to \$30,000 for essential upgrades—from repairs to professional staging—designed to modernize your home quickly. In our local market, these improvements have proven to boost sale prices by an average of 8–10%. And the best part is, if you repay the amount within 150 days, there's absolutely no interest. Our team of local, trusted contractors manages every step, ensuring that your home is market-ready in no time."

- **Closing (10 sec):**

“For a free consultation, contact your Century 21 Select REALTOR® today and see how refreshing your home can lead to remarkable results.”

3. Agent Guide – Regional & ROI-Specific Objections

Objection 1: “I’m concerned about adding debt and its impact on my net proceeds.”

- **Response:**

“I understand your concern. However, the up-front funding has been shown to boost home sale prices by 8–10%. In many cases, the increase in your net proceeds far exceeds the amount advanced. Additionally, if repaid within 150 days, you incur no interest costs.”

Objection 2: “I’m worried about the renovations interfering with the selling process in a fast-paced market like Folsom.”

- **Response:**

“That’s a valid point. Our program is designed for efficiency—we conduct a detailed local assessment right away and coordinate with trusted contractors who work on schedule. The goal is to have your home updated and on the market quickly, so you don’t miss the momentum of Folsom’s competitive market.”

Objection 3: “What if I don’t see the promised ROI in my home’s sale?”

- **Response:**

“We base our strategy on extensive local market data where improvements have historically led to an average 8–10% increase in sale prices. Our process not only focuses on cosmetic appeal but on targeted upgrades that have the strongest ROI. If you’d like, I can provide specific before-and-after examples from similar homes in our area.”

Objection 4: “How do I know the contractors will deliver quality work in line with market expectations?”

- **Response:**

“Our network includes long-term partners in the Folsom area with proven track records. We only work with professionals who understand local buyer preferences and market trends, ensuring that every upgrade enhances your home’s value.”

These additional adaptations provide a deeper, region-specific narrative along with robust ROI metrics designed to reassure and motivate potential clients. They blend practical

details with persuasive language tailored for Folsom's real estate market and include clear metrics to illustrate the financial benefits.

Is there anything specific you'd like to further adjust—such as tailoring for a different regional language style or incorporating additional case studies and data charts?

These adaptations are designed to work harmoniously across various channels. They balance clear, compelling information with visual and emotional appeal, making it easy for potential clients to understand the benefits of the program.

Would you like further customization for any specific format, such as tailoring the language to a different regional market or adding more detailed metrics on ROI in each medium?