
Scripts

Open House I

You: Hi Mr. / Mrs. _____ my name is _____ with _____. I wanted to come by as a courtesy and let you know that we will be have a huge open house event at Mr. / Mrs. House located at _____, and it was important for me to be courteous to all the neighbors to let them know that traffic and parking may be heavier than usual.

Homeowner: Thanks for letting me know

You: If your home this weekend we would love for you to stop by and tour the house at your leisure

Homeowner: Great I might stop by (if not go to next line anyway)

You: thanks for your time by the way I am offering to let everyone know when the event is over I can call you or email you which would you prefer.

Homeowner: Email / Phone (if they don't want to know just thank them for their time)

You: Fantastic thanks for your time

Open House II

You: Hi Mr. / Mrs. _____ my name is _____ with _____. I wanted to come by as a courtesy and let you know that we will be have a huge open house event at Mr. / Mrs. House located at _____, and it was important for me to be courteous to all the neighbors to let them know that traffic and parking may be heavier than usual.

Homeowner: Thanks for letting me know

You: We understand that home values in your neighborhood are important, so we would really appreciate your input.

Homeowner: How so

You: If you have some time this weekend between ____ & ____ please come by the open house as we would love your opinion on our pricing, marketing, and staging of the home.

Homeowner: Thanks, I will try to stop by / No I can't make it

You: great we would love to have you there, (if No) if you can't make it I am offering to let everyone know when the event is over I can call you or email you which would you prefer.

Homeowner: Email / Phone

You: Great thanks for your time

Just Listed

You: Hi Mr. / Mrs. _____ my name is _____ with _____ I wanted to stop by and let you know that we recently listed Mr. / Mrs. _____ home located at _____, it's the ___ bedroom ___ bathroom home listed for \$_____. Did you happen to notice the home was on the market?

Homeowner: Yes / No

You: As your _____ (local Realtor – top producing agent in the area) I do everything I can to get homes sold. In most cases the purchaser of the home is often a friend, family member, or an acquaintance of someone who already lives in the neighborhood. Do you know anyone that is looking to buy, sell or invest in a home in the near future?

Homeowner: If yes You: Great who would that be, and when I contact them would it be alright if I let them know that you referred me, ...Fantastic what is the best number or email for me to reach out to them so that I can share more details about the home on the market.

Homeowner: If No You: thanks for your time here is one of my cards if you happen to hear of anyone interested please feel free to reach out to me personally.

You: Thanks again for your time, by the way we will be having a huge open house event how would you like to receive your invitation personal phone call or email

Homeowner: Phone / email (get either) neither I am not interested

You: thanks again for your time

Just Sold

You: Hi Mr. / Mrs. _____ my name is _____ with _____ I wanted to stop by and let you know that we recently sold Mr. / Mrs. _____ home located at _____, it's the ___ bedroom ___ bathroom home that was listed for \$_____. Did you happen to notice how fast it sold?

Homeowner: Yes / No

You: Typically, when we sell a home this quickly neighbors are curious to know how the selling of the home effects their equity. Is knowing the value of your home in today's market something that would be important to you?

Homeowner: if yes You: Great I will need a short tour of your home so that I can prepare the most accurate report for you when would be best tomorrow or Thursday at 1:00

Homeowner: if no You: I understand, because we generated so much interest in this neighborhood I need to ask, do you know anyone else looking to sell their home for top dollar in the near future?

Homeowner: Yes / No **if yes You:** Great who would that be, and when I contact them would it be alright if I let them know that you referred me... what is the best number or email for me to reach out to them to discuss their options

If no, You: thanks for your time here is one of my cards if you happen to hear of anyone interested please feel free to reach out to me personally.

Tenant

You: (after you verify they are renting) my name is _____ with _____ so nice to meet you Mr. / Mrs. _____. May I ask how long you have been leasing here? (wait for answer)

You: as you know this is highly desirable neighborhood, do you plan on renewing your lease when the term is up?

Tenant: Yes / No if yes You: thanks for your time, if you ever have questions about the market or consider building your own equity please feel free to contact me directly. (give them a card)

Tenant if no You: great when is your lease up?

Tenant: 5 months

You: Fantastic do you plan on renting again or is your plan to purchase and start building your own equity.

Tenant Buying you: that sounds great I have a detailed timeline outlined that will share the step by step process by time on how to and when to start preparing for purchasing a home, would you like me to email it to you or would you prefer to discuss it in person or over the phone?

Tenant renting again you: that sounds great are you look for something smaller larger or possibly in a different area? I have a detailed timeline outlined that will share the step by step process by time on how to and when to start preparing for your move to a different home, would you like me to email it to you or would you prefer to discuss it in person or over the phone?

You: thanks for your time

Introduction (circle prospecting)

You: Hi Mr. / Mrs. _____ my name is _____ with _____ I wanted to stop by and introduce myself and put a face to all the flyers and signs that you may have seen in your neighborhood.

Homeowner: nice to meet you

You: with all the recent real estate activity in your neighborhood may homeowners are curious to know how this recent activity effects the equity in their home. Is knowing the value of your home in today's something that would be important to you?

Homeowner: if yes You: Great I will need a short tour of your home so that I can prepare the most accurate report for you when would be best tomorrow or Thursday at 1:00

Homeowner: if no You: I understand, As your _____ (local Realtor – top producing agent in the area) I do everything I can to earn referrals from this neighborhood, if you ever have questions or know anyone that wants to buy, sell or invest in real estate I would greatly appreciate your referral.

You: before I go what would be the best email for you to receive quarterly market updates as well as local community events calendar, or would you prefer a personal phone call

Tenant: either / neither

You: it was a pleasure meeting you and thanks for your time

Objections

How did you get my name information?

You: Thanks for asking that's a great question. Because I am a top producing agent I make it a point to try to meet every homeowner in the neighborhood and when possible, I get the information through public record.

I'm not moving until they take me out in a box!

You: I understand, the reason you love this area so much is precisely why there is such high demand for homes in your neighborhood. Do you know anyone that is looking to buy, sell or invest in a home in the near future?

You: I understand, the reason you love this area so much is precisely why there is such high demand for homes in your neighborhood. Because I am top producing agent in the area I tend to have a lot of community events would it be ok if I stop by every now and then to let you know what we are doing in your community or would you prefer a personal phone call or email?

Can't you read the sign on the door NO SOLICITING

You: I am so sorry to have disturbed you, I just wanted to take the opportunity to introduce myself, would you prefer a quarterly email on market activity and community events

I have a family member or friend that is a realtor

You: that's fantastic, are they local? YES Our company is always looking to bring on like minded professional that put their clients needs first would you mind if I contacted them directly

Fantastic are they local? NO I am always looking to grow my network of referrals agents in other areas that are like minded professionals that put their clients needs first would mind if I contacted them directly?