

Debbie De Grote's **EXCELLEUM®**

COACHING & CONSULTING

Script for Doorknocking/ Cold Calling/Farming

“Hello, my name is _____ from _____. I sell a lot of homes in the area and I just wanted to stop by to see if there might be any real estate needs or questions I might be able to assist you with today?”

NOTE: They may ask about the market; have your pre-scripted response ready and keep it short and simple.

“No? Terrific. This is a very popular area, and we always have buyers interested in living here. Tell me, have you spoken to any of the neighbors who might have mentioned that they would like to sell?”

“Thanks for thinking about that.”

“I’m curious, have you lived in this area for a long time?”

“How do you like it here?”

“Have you ever thought of making a move in the future?”

“Really? That’s interesting!”

“If you ever were to move, where would your next destination be?”

“When are you thinking you would like to make that move?”

“Why is that time frame important to you?”

“If you thought you could sell your home at a great price, could you make the move sooner?”

“It sounds like you love the area; would you have any interest in purchasing an additional property, maybe as an investment?”

“One more quick question, do you have any friends or family that might need my help? I work a large area and cover X to X county, condo to mansion.”

“Thank you, and please feel free to call if you need anything. I am always working and always in the area!”

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Script for Cold Calls/ Calling Around Listings or Sales

“Hello, my name is _____ from _____. I am calling today because I’ve just taken a listing in your area over on X. Did you notice the sign?”

Or

“I’ve just sold a home in your area.”

AND

For Just Listed:

“I was wondering if you might have any friends or family interested in looking at the property?”

“How about you, would you like to see it?”

For Just Sold:

“We have leftover buyers and need new listings to sell them; have you, by chance, spoken to any of your neighbors who may be interested in selling?”

“Would you be interested in selling if you knew you could get top price for your home?”

For Either Just Listed Or Sold, continue on:

“I’m curious, how long have you lived in the area?”

“If you were to leave the neighborhood, where would you like to move to?”

“When do you think you might like to make that move?”

“Do you have any real estate questions that I might be able to answer for you today?”

“Just one more question: can you think of anyone at all, maybe at work or church, who might like to sell and might need my help?”

“Thank you for your time! Please feel free to call if there is ever anything I can do for you.”