NEW LISTING IN THE AREA DIALOGUE

Step 1 Identify

Hello, may I speak with Mr. Jones?

Step 2 Introduce

Hi, this is Darryl Davis with Power Realty, how are you?

Step 3 Clarify

The reason I'm calling is that a new house that just came up for sale in the area and because of that, we're expecting a lot of buyers are going to want to buy into the neighborhood. So, I was wondering if you'd heard of any neighbors thinking about selling in the near future?

Yes – Great, I'd love to help them out. (Get details.)

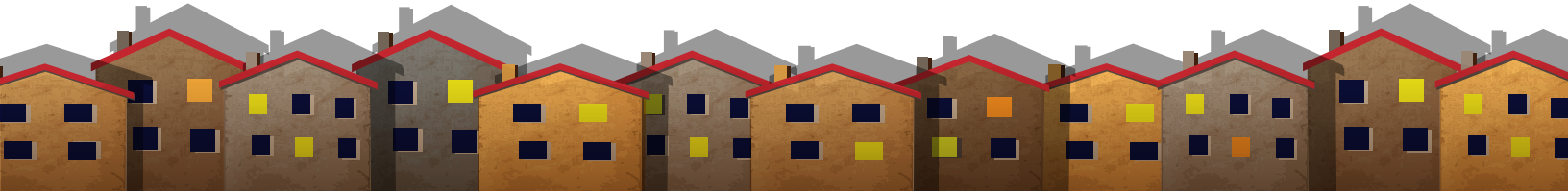
No – All right, well, let me ask you, have you ever thought about selling?

Step 4 Ask rapport building questions

No – Do you mind me asking, what do you think is one of the nicest features about the area? How long have you lived in the neighborhood? If you were going to move where would you move to?

Step 5 Invite Action

By the way one of the things we're offering neighbors is a free neighborhood market report. It tells you what neighbors have paid for their house, plus what your home is currently worth. Th reason we are offering this is that your home is your most important asset and it's always a good idea to have annual checkup on the value of it. Would you like me to prepare that for you? I don't mind.

For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-395-3905
www.ThePowerProgram.com

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