

1 Identify

May I speak with
-----?

2 Introduce

1) Hi, this is (Your Name) from (Your Company); how are you?

2) Are you familiar with our company?

3 Clarify

The reason that I'm calling is that a neighbor of yours (just listed/sold) and we've found when that happens there is often an uptick in interest in a neighborhood. I was wondering if you knew of anyone who was thinking about selling their home now or in the near future?

4 Find Out What They're Committed To

1) How long have you lived in the neighborhood?

2) Is this your first or second home?

3) Have you ever thought of moving?

4) If you were to move, where would you move to?

5) Why there?

6) Have you seen any homes there? Why haven't you moved?

5 Invite Action (Mix & Match)

1) If it made sense financially, would you consider making the move to
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2) Why don't we do this? Why don't we find the time, when we can meet and I can tell you how much your house is worth in today's market?