

1 Identify

I'm calling about the house for sale. Is it still for sale?

2 Introduce

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

3 Clarify

The reason that I'm calling is I that noticed your ad (sign, etc.) and I was wondering if you're working with brokers in the sale of your property?

Yes – Is it currently listed with a broker?

No – So you are trying to sell it on your own?

Nasty Response – Is that because you want to save the commission?

4 Build A Relationship

Well, I'm looking at a copy of the ad and the house sounds lovely. Did you write this ad?

Now proceed to ask rapport building questions. First ask questions that a buyer would ask, such as number of rooms, condition, improvements, etc. When you feel you have some rapport and they are talking more than you, go onto the second set of questions, which is why are they selling.

5 Invite Action (Mix & Match)

Would you be offended if I just stopped by to look at your house?

If I had a buyer who was willing to pay you your price and my commission, could we work together? It is possible in some cases to do that, but first I would need to look at your house.