

1

Identify

Hi, may I speak with Hunna Hunna?

2

Introduce

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

3

Clarify

The reason I'm calling is I have a buyer who has been searching very seriously for a home to buy in your area. As I'm sure you are aware, the number of houses for sale is very low, so I was calling to see if you may know of anyone thinking of selling.

No - All right, well let me ask you, have you yourself thought about selling?

4

Ask Rapport Building Questions

Do you mind me asking, what do you enjoy about living in the area? How long have you lived in the neighborhood? If you were going to move, where would you move to?

5

Invite Action

Something that we like to offer homeowners is a free neighborhood market report to find out what nearby homes have recently sold for, plus what your home is currently worth. The reason we offer this is that your home is your most important asset and it's always a good idea to have an annual checkup on its value. Would you like me to prepare that for you? I don't mind.