



**Power Agent®:** Hi, this is (Your Name) from (Your Company); how are you?

**Owner:** Fine.

**Power Agent®:** I hope I haven't interrupted you. I'm calling to let you know that I've been sending you some information about the market to keep you informed about what's going on in your neighborhood. Have you been getting that information?

**Owner:** Yes.

**Power Agent®  
(Value Option #1):**

I wanted to let you know that one of things I'm also doing for my neighbors is I'm offering a free report on \_\_\_\_\_ . I understand you folks may not be selling right now, but if you ever do, this is really good information to have.

**Power Agent®  
(Value Option #2):**

One of the things we're offering as a service to the community is a Free Over-The-Phone Market Analysis. We believe this is important because a home is usually one of a family's most important assets. Like a stock portfolio, you should periodically get an update on the value of your assets. What we're offering is a simple Over-The-Phone Market Analysis. How it works is -- I ask you some questions about the house, and then I go do a little research, do the market analysis and call you back with the results. Do you have some time for me to do this with you now?