



1 Identify

Hello, may I speak with Mr. Jones?

2 Introduce

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

3 Clarify

I'm calling because a new house just came up for sale in the area. Because of that, we're expecting many buyers to want to buy in the neighborhood. So, I wondered 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?

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?

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.

