

1 Identify

Hi, I'm calling about your property on (address).

2 Introduce

This is (Your Name) from (Your Company); how are you?

3 Clarify

The reason I'm calling is I see that your property has been sitting vacant for a while and I was wondering, if I had someone who wanted to buy it at a nice profit, would that be something you'd be interested in?

4 Build A Relationship

Ask rapport building questions that any buyer would ask, such as the number of bedrooms, condition, how long they've owned the house, etc.

5 Confirm the Appointment

What time and date look good for you this week? I can be available Tuesday at six or Wednesday after three.