

## 1 Identify

May I speak with \_\_\_\_\_?

## 2 Introduce

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

## 3 Clarify

The reason that I'm calling is that our records show you tried selling your home \_\_\_\_\_ months ago. Is that correct?

## 4 Build A Relationship

I ask because my company listed other homes in your area around the same time that you were looking to sell, and those homes all sold. Can I ask you:

- Were you thinking of selling again?
- Where were you thinking of moving to?
- Why there?
- Have you looked at any houses there?
- How long have you been living in this house?

## 5 Invite Action (Mix & Match)

1) Was the reason you were trying to sell it on your own to save commission?

2) If I could help you get to \_\_\_\_\_, and you wouldn't have to pay a brokerage fee out of that, would that be of interest to you?

3) It's possible in some cases to do that, but first I would have to see your home.

4) If it made financial sense, would you re-consider moving to \_\_\_\_\_?

5) Why don't we do this? Why don't we find the time when we can get together, you can show me the house, and I can tell you how much your house is worth in today's market and see if I can help you get to \_\_\_\_\_?