

1 Identify

I'm looking for
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2 Introduce

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

3 Clarify

The reason for this call is to apologize. It seems as though you bought (or sold) a house ____ years ago through our company, and the agent who was involved in the sale is no longer working for our company. The reason for the apology is that it seems as though we lost touch with you. So I've been appointed from our company to be your new representative; if you should ever have any real estate questions, you can feel free to call me personally.

4 Find Out What They're Committed To

- 1) By the way, how are you enjoying the house?
- 2) Have you made any major improvements to the house?
- 3) What do you like best about the neighborhood?
- 4) Have you ever thought of moving?
- 5) If you were to move, where would you move to?
- 6) If you could have a larger home or be in a different neighborhood for the same monthly payment, would that interest you?

5 Invite Action (Choose One)

- 1) One of the services we are now offering is an updated market analysis of a client's home. You never know; you could be amazed at how much your house is worth. You literally could be able to move to another home and not have your payments go up.
- 2) One of the services we offer our past clients is the Neighborhood Market Report. This report not only tells you how much your house is worth in today's market, but it also shows you what your neighbors' houses are worth.