



## Calling Friends & Family

- 1) Hey \_\_\_\_\_, this is a blast from the past. How are you?
- 2) I was just going through my phone contacts, and I decided it was too long since we talked. So, how are you?
- 3) I'm great (now talk about anything other than real estate).
- 4) When you feel there is an opening, mention you are in real estate and share why you love it.
- 5) Talk about one positive about your real estate market.
- 6) Now get off talking about real estate unless they show a strong interest by saying, "But hey, I didn't call to talk business. I just wanted to say hello and see how you are." Then ask what their FB or social media is and connect with them on there to stay in touch. Put them on your mailing list, as well.