



Many agents have boxes and boxes of files or outdated records and find they now need updated client records that include current EMAIL addresses. What works? Hire an admin or a temp to hit the phones. You can break the task down into a daily number of calls until the files are updated.

“Hi! I’m calling on behalf of (Agent Name), your neighborhood real estate expert. We are updating our client records, and I wanted to see if it would be all right for me to confirm the information we have and update your file. Do you have a minute? Thank you!

“Here’s what we have; if you could let me know what we should change, we’d appreciate it!” (Confirm their contact information.)

“Thanks for your time. Is there anything that (Agent Name) can do for you right now?”

By the way, there is one thing (Agent Name) is offering his/her past clients, which is an updated Neighborhood Market Report. That report does two things: it tells you what neighboring homes have recently sold for, and more importantly, it will tell the current value of your home. Your house is one of your most important assets – you should have this done once per year. It also can be valuable for insurance purposes. Would you like me to have (Agent Name) run that report for you?

I’ll get it right out! Thank you again! ”