

## 1 Identify

May I speak with  
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## 2 Introduce

1) This is \_\_\_\_\_ and I'm calling on behalf of \_\_\_\_\_ from POWER Realty. How are you?

2) Are you familiar with our company?

## 3 Clarify

The reason why I'm calling is because \_\_\_\_\_ (build inventory, just listed, just sold) and he/she was wondering if you knew of anyone who was thinking about selling their home in your neighborhood?

## 4 Find Out What They're Committed To

1) How long have you folks lived in the neighborhood?

2) Is this your first or second home?

3) Have you ever thought of moving?

4) If you were to move, where would you move to?

5) Why there?

6) Have you seen any homes there? So why haven't you moved?

## 5 Invite Action (Mix & Match)

1) If it made sense financially, would you consider making the move to \_\_\_\_\_?

2) Why don't we do this. Why don't we find the time, when you can meet \_\_\_\_\_, you can show him/her your house, and he/she can tell you how much your house is worth in today's market?