Hello this is \_\_\_\_\_\_\_\_\_\_\_\_\_ (Name)  with Keller Williams. I am the Real Estate Expert in the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ neighborhood. I am reaching out today because a few of your neighbors have been really surprised at what prices are doing in your neighborhood. Have you been watching home values in your neighborhood? (Listen)

If yes- Great! What has caused you to watch prices? Are you considering selling your home this year?

If no- Would you be interested in a free no obligation home valuation report to see what your home is worth in this market?

Hello this is \_\_\_\_\_\_\_\_\_\_(Name)  with Keller Williams. I work with hundreds of buyers and I have a handful that are looking to purchase a home in \_\_\_\_\_\_\_\_\_\_(Neighborhood) . Are you planning on moving in the next 12 months?

If YES - Great! When do you plan on making the move? ……. Perfect I focus in this neighborhood and i'll be around tomorrow afternoon. Are you free at ?:00 for me to stop by?

If NO - No problem, I have quite a few buyers looking to buy a home in \_\_\_\_\_\_\_\_\_\_ (Neighborhood) so by chance do you know of a neighbor that is looking to sell a home?

KW APP-

It sounds like you have some interest in tracking home values in your neighborhood. I’d like to send you a link to my top of the line Real Estate App for your phone that keeps you up to date on what’s happening in your neighborhood. The data on this app is much more accurate and up to date than what you see on Zillow. Would you like the link by email or text?

I am reaching out to you today because I have some exciting changes in my life that I am sharing with the my closest friends. I had been looking for an opportunity to really make an impact on people and my community so I am now a Licensed Realtor. No, I am not calling you to convince to move so I can sell your house but I do need to ask you a favor. I want to be THE BEST Realtor out there so I can help A LOT of people. I’d love the opportunity to come by and practice my listing presentation with you so you can give me some honest feedback. Can you please give me 20 minutes of your time to help me?

After you give them your listing presentation at their home.

Thank you again for taking the time to help me. As you can see I am really passionate about this path. What feedback can you give me to make the presentation better. Thank you for the feedback. Who do you know that may be looking to buy or sell this year that I could reach out to?

While I’ve got you on the phone let me ask you….what are your real estate related goals for the year?”

Some times they say..’What do you mean?”

“Well I know that you make goals for all important areas of your life like income, weight, etc…so it makes sense that you would make real estate related goals as well….right? As your real estate professional it is important I know what those goals are so I can help you achieve them right?”