

OPENING LINES

Good Morning... I am sorry to bother you so early but I needed to catch you before you left the house... My name is **Your Name** I am a Real Estate agent here in **city** for the past ___ years... The reason that I am calling is that last week I pulled your property up on **5th Avenue** when I was researching **4** bedroom homes. This morning when I pulled it up... I had noticed that you pulled it off the market...

Good Morning... I am sorry to bother you so early but I needed to catch you before you left the house... My name is **Your Name** I am a Real Estate agent here in **city** for the past ___ years... The reason that I am calling is that last WE just sold the house on **8th street** and we have had good activity marketing **area** during the past few weeks... I wanted to find out everything about your house so that I might be able to help you get it sold...

Good Morning... I am sorry to bother you so early but I needed to catch you before you left the house... My name is **Your Name** I am a Real Estate agent here in **City** for the past ___ years... The reason that I am calling is that last WE just sold the house on **8th street** and we have had good activity marketing **Area** during the past few weeks... If we were able to sell and close on your house by **30 days out** would you consider moving this **season**....

Clever Conversation: We have noticed a measurable uptick in buyer activity... The mortgage market has loosened... **4** bedrooms are in demand... move in ready properties are at an all time low... buyers don't want run down foreclosures and they don't want to wait 6-8 months for short sales to be approved... this summer may be the best time to make a move

Appearing Interested: So why do you feel the house didn't sell... Can I ask you why you decided to sell your home without a real estate brokerage... is yours a true **4** bedroom, oh that is great a lot of times **4** bedrooms are advertised but they really have a small den or a room with no closet... have you done any updating since you have owned the property... how do you feel the flooring compares to the rest of the neighborhood.. Would you say that it is average, above average or needs updating... How about the master bath do you think it is average for the neighborhood... you can ask that with the kitchen too

Ask thoughtful questions: If you ever found a really good agent would you consider trying to move this summer ... Have you looked at how affordable your mortgage is going to be on your new home... have you started looking for houses at all... have you received any offers on your hose in the past 30 days... is there a chance that you could be missing some buyers by not being on the market... do you think it would be interesting to see the difference working with a company that mobilizes the entire real estate community and really leverages the world wide web to market your home

If I could show you why **current Month and next Month of 20__** is the best time to sell your house for the highest price would you at least allow me to come over and leave my companies marketing plan???

If I could sell your house for \$185,000 and literally close and move out on **date 30 days in future**... would you at least let me come over and show you how we sold the house on 8th street in under a month???

If I could show you why your home will sell for more money if you can close this summer while the kids are out of school would you at least allow me to come over and take a look at the house with you?? We could do some math???

If I could show you how you will ACTUALLY make more money by working with an aggressive brokerage and buying your new house this summer would you at least let me come over and do some math with you and your husband?

IF I COULD... WOULD YOU

Good: 20 contacts = 6 conversations = 3 appointments set = 1-3 presentations = 1 listing	Bogey
Better: 15 contacts = 5 conversations = 2 appointments set = 1-2 presentations = 1 listing	Par
Best: 10 contacts = 3 conversations = 1-2 appointments set = 1-2 presentations = 1 listing	Birdie