



FRIDAY | MAY 14

SAMPLE SCRIPTS

FARM

"Hi _____, this is _____. I hope you and your family are staying healthy and well. How is everyone doing? (small talk)

I was in the neighborhood/ area and wanted to share the latest on what's happening in the market. I'm sure you've probably heard it's a really strong market these days?! ...When is the last time you received an evaluation of your current home? Do you have any idea what it's worth in today's market?

There are many advantages to selling right now. Buyer demand is high, which triggers the increase in home values. Additionally, with limited inventory available, your negotiating position is stronger. I've brought with me some information on your neighborhood that I know you'll find interesting (share NHVW flyer, Buyside Report, MoxiPresent Valuation Presentation, etc.).

Just curious... Is there a magic price at which you would be motivated to sell? I'm happy to provide you with a free home evaluation so you can weigh your options. Or, directly from my website, you can inquire about the value of your home at any time. If there was a financial benefit, is it something you would consider? We have many buyers looking to be in this neighborhood! (if no) ...Who do you know that might consider selling?

(if yes) When would be a good time for us to get together to discuss further? Is Thursday afternoon at 3pm or Saturday at 12 noon better for you?

FSBOs

"Hi _____, this is _____ with BHHS Georgia Properties. I was just stopping by/ calling to see if I could learn more about your property. I see it's listed for sale on _____ (Zillow, Realtor.com, etc.)_____. Is the property still available?"

Great....May I take a look at it / schedule a time to come take a look at it? (set the appointment) (Once at the appointment) Have you had any offers on the property? If you do sell, where do you plan to go? How soon are you looking to be there? Have you already purchased your next home? So, if you do not sell in the timeframe you stated, what is your plan B? How did you arrive at your list price? What are you doing to market your home? How long do you plan to sell yourself before interviewing a real estate professional? If there were advantages to using me, would you consider it?

(then share advantages – global and local marketing, mass exposure, professional photography, MEGA OH events/ advertising, industry expert(s), team of professionals, strong negotiation strategies, managing contracts/ details, home warranty at no cost, traditionally higher sales price when listed with professional, etc.)

(continue to follow up with consistency – continue to share value – build a rapport)

EXPIREDS

"Hi _____, this is _____ with BHHS Georgia Properties. I am calling/ stopping by because I noticed that your home recently expired / used to be listed for sale, but is no longer on the market. Are you still open to selling it? Great....."

There are many advantages to selling right now. Buyer demand is high, and with limited inventory available, your negotiating position is stronger...so I'm just curious...why do you think your home didn't sell? I've brought with me some information on your neighborhood that I know you'll find interesting (share NHVW flyer, Buyside Report, MoxiPresent Valuation Presentation, etc.).

How are you feeling about the value of your home in today's market? If I could bring to you an attractive offer (or offers) with terms that meet or exceed your needs, and do so in order to get you closed in the next 30-45 days, wouldn't make sense for us to get together and discuss strategies for making that happen?

I've brought with me some information on the area (share NHVW flyer, Buyside Report, MoxiPresent Valuation Presentation) and am happy to discuss a more detailed analysis about your property.

When would be a good time for us to get together to discuss further? Is Thursday afternoon at 3pm or Saturday at 12 noon better for you?

ABSENTEE OWNERS

Hello...I am looking for the owner of (123 Main Street...Mr./ Mrs. Smith). (wait for response) This is _____ with Berkshire Hathaway HomeServices Georgia Properties. The reason for my call is...according to the county tax information, it appears you do not permanently reside at (123 Main Street)...is that correct?

Not sure if you are aware...we are currently in a seller's market, where home sale prices are at their highest in over a decade. I was wondering...have you had any thoughts of selling this property? (if yes, proceed with setting an appointment)

(if no) Do you know what your home is currently worth? It could be an incredible time to cash in on the increased value. You can inquire about the value of your home at any time on my website, or I would be happy to put together a detailed market analysis for you and discuss over a Zoom call.

(share website information/ home valuation tool).

With buyer demand high, and home appreciation on the upward scale, it's an incredible time to cash in on the equity you've built in the home. As an investor, it's also an ideal time to purchase right now to continue building your financial portfolio. I can help with that too!

(wait for response) It sounds like we should get together for a few minutes...let's schedule some time on Zoom to discuss further...what is the best email address to send the Zoom link?

(if not interested) Okay...so, you're not interested in selling this property...I understand.

(Proceed with setting an appointment, gathering further contact information, and/ or scheduling a time to follow up. Once all contact information is verified, be sure to add contact to your database and set up on a MoxiEngage campaign.)