

Circle Prospecting Script

Them: Hello.

You: Hi! This is _____ from _____. I'm calling you because your neighbor over at _____ just listed their house for sale and personally requested that I reach out to you to let you know and see if you had any questions because you might know of someone trying to get into the neighborhood. Can I ask who I am speaking with?

Them: This is Tony. How can I help you?

You: Hi Tony! Are you aware of the property I'm talking about? (Let them talk)

Them: Yeah, I think so. That's the Miller's house right? They're moving huh? (Answer in whatever way they respond)

You: (After you answer their last response) Do you have any questions I can answer?

Them: I guess I want to know what everyone does. How much is it selling for?

You: (Answer whatever question they ask then move on) You know what? I've found that nobody sells a neighborhood like the neighbors. Can you think of anyone off the top of your head that might want more information on the property before it's too late and we've already taken another offer?

Them: Yeah. My friend Bobby and his wife have always wanted to get into this neighborhood...

You: Excellent! What's the best way that I could get in touch with them right away to get them everything they'd need and to answer their questions? **OR if they don't know anyone...** No problem. Real quick, I'm not sure if you are aware but your neighbor's property being listed MAY have changed the value of your property in some way. Would you be interested in finding out how your value might have changed?

Them: Yeah. I might be interested in figuring out what it's worth. With all the changes the last few years we really just can't get a grasp on any real value.

You: Perfect! I know what you mean. It turns out I am actually going to be in your neighborhood tomorrow night around 6. Would you be offended if I swung by for a quick 5-minute on-site price consultation to get you a more specific value?

OR (If they aren't interested) No problem. There's one last thing I wanted to make you aware of. I am hosting an open house this Sunday from 1-3 and would love for you to come by or send anyone that you think might have interest. Sound good? Excellent.

Them: Sure. We might be able to come by.

You: Do you want to take down my information in case you have any other questions that you think of after we get off the phone?

Them: Sure. Let me just get a pen. (Give them your information)

You: Excellent. Hopefully I'll see you at the open house! Have a great day!

If you have to leave a message just say something like, "Hi _____. This is _____ from _____ and we just listed your neighbor's property over at _____. _____ personally asked me to reach out to you to ask you a quick question and give you some information. Could you please give me a call at _____ as soon as you can? Thanks and I look forward to hearing back from you!"