

Open House 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 that we are holding a special open house this _____ from _____ that will only be open to the neighbors like yourself and your friends that you choose to invite. Can I ask who I am speaking with?

Them: This is Tony.

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) Did you happen to get the invite I sent you last week and do you have any questions that I can answer?

Them: Yeah I got it. 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 and that's why I decided to hold the open house for people like you before the rest of the general public got a chance to get in. We are going to have food and other things available so I want to make sure that I plan accordingly. Can I count on you to be stopping by?

Them: Yeah. I think we will probably come by quickly.

You: Perfect! How many can I put you down for? Can you think of anyone off the top of your head that might want to come with you?

Them: Yeah. My friend Bobby has loved this neighborhood forever. There's a good chance that he might be coming.

You: Excellent! What's the best way that I could send you all of the details so you have everything you need beforehand? Do you have an email you use regularly?

Them: My email is _____.

You: Perfect. Real quick, I just wanted to let you know about one last thing. 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 near your house 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. I'll get an email out to you right away with everything you will need for the open house including all of my contact information in case you need anything before hand or God forbid if something comes up and you aren't able to make it, you can let me know.

Them: Perfect. I'll see you this weekend! (If they scheduled an appointment to give them a value on their home then you will see them sooner)

You: I'm looking forward to it. 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 on something we are doing this weekend. Could you please give me a call at _____ as soon as you get this? Thanks and I look forward to hearing back from you!"