



JUST LISTED SCRIPT

Hi, I'm looking for _____. Hi, _____ this is _____ (name), Real Estate Business Owner here in South Florida!

I'm not going to take much of your time... I'm calling to give you some good news! <<ok>> Yes, you're going to be getting a new neighbor here in _____ (development). <<oh?>> Yes! The house at _____ (address) is now on the market for sale; the owners are moving out. Did you know that? <<yes/no>> Terrific!

It has ___ bedrooms and ___ baths with a _____ view ... and it's listed at \$ _____. So I'm wondering, WHO you may know that would like to move into our area? Now's your chance to pick your neighbor. <<no-one>> ok!

I appreciate you taking the time to think about it... and I know I've caught you off guard. Sometimes after I share this information, folks do think of someone looking to buy. Why don't I send you the virtual tour (photos) on this property so if you do think of someone, you could forward it on... PLUS ... it will give you a chance to see the property and how it compares to yours.... I could send it by email... so what's the best email address for you?

And... WHO keeps you posted on the real estate market and what's happening with the equity in YOUR own property? <no one> Wow! My team does this for many of your neighbors and will do the same for you, so you remain in-the-know...I will send over my contact information with the listing by email.... Just put me in your phone under REALTOR so you don't have to go looking for my name and number as you think of people.

If they do know someone:

Terrific! How can I reach them? <I'll call and give them your info>.

That normally would work except in this market I'm out working with buyers quite a bit and I wouldn't want to miss your _____ (friend/mom/cousin). Let me get their name and number and I'll contact them – in confidence if you would like ok? <ok... hang on... name/address>> Is it ok to tell them you passed their name along? <yes, ok.>

Great! Thanks and I'll talk with you again soon!