Good morning, NAME.

This is _____ (name) from _____ (company) calling as part of our weekly customer service… to let you know what WE'VE done this week to get your property sold/rented… do you have a moment now? <<yes>>

Great –

You're property has been on the market exactly _____ days… and

our focus this week was on _____ and _____ (pick 1 or 2 from the listing plan of action). As you may know, we had _____ showings, _____ of which were second/third showings.

This week _____ new properties came on the market in your price range, _____ of which _____ are actually in your neighborhood. The one(s) in your neighborhood are priced at $_____, $_____, and $_____ and we are previewing them on your behalf now to keep you positioned ahead of ALL competition.

_____ properties SOLD in your price range this week, and we're making sure those agents know YOUR property is for sale… this way the potential buyers that missed out on that property, have a chance to purchase yours.

We're focused on that next week, as well as_____

_____ (pick 1 from the listing plan of action) (e.g., prospecting at least TWO HOURS EVERY DAY to find your buyer.) So, unless you have questions for us at this time, we'll keep working for you and will be in touch with you next week... ok? (downswing tone). <<no, no questions right now>>

Enjoy the day!

Note: If they ask a question…. Repeat, affirm, answer with question with a question and re-close.