

Cold call

Hi, this is Natasha and I'm calling on behalf of {office name}. We are calling about your home and was wondering if you'd ever consider selling the property?

If they say **"NO"** have this backup question ready:

Well, do you plan to sell ever? (if they say yes...)

Okay, well, when is the soonest that you could see yourself making that move?

"Within the year"

Oh, wow! That soon? Well, we want to make sure you're all ready when the time comes to sell. Would you be open to meeting up so we can review what other homes in the area are selling for? That way you'll have an idea of what's happening in the market when you do sell. (If yes...)

Perfect! One moment and let me get you over to Jarrett so he can go over the finer details!

Transfer to {contact information}

"Longer than a year..."

Hey, I totally get it. One thing I'm super clear on is that your house is one of the biggest and most important assets you own. So, you probably want to know more about what's happening with your biggest asset. Do you mind if we just stay in touch from time to time? (If yes...)

Great! What's the best email to send you our contact information? **gather email and end call**

If they say **"YES"** then your path forward is simple:

Oh wow! That's exciting. Well, I'm curious... When were you planning on interviewing an agent for the job of selling the home?

Well, we are truly excited for you, and we'd love to help however we can. One moment and let me get you over to Jarrett so he can go over the finer details!

Transfer to {contact information}