

# 5 CALLS TO YOUR DATABASE

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## COMING SOON CALL:

### Intro

Hi (fill in their name) this is \_\_\_\_\_

Have I caught you at a good time?

Perfect. I have something exciting to share with you. Do you have two minutes?

Thank you. We have this brand new listing that is about to come on the market. It's located at (insert address) and it has 4 bedrooms, 3 baths, and will be listed for \$500,000. This home is super nice and won't last long so we are calling all of our favorite people to let them know first...(pause)

### Questions

Are you considering making a move this year?

Is there anyone you know from your family or work who is looking to buy or sell real estate?

Would you mind spreading the word in case someone you know might be interested in buying this home?

### Ending

(Fill in their name) you're so awesome. Thank you for taking the time to help me. Is there anything I can help you with?

Got it. Thanks again. Bye!

# CLIENT CALL - GOLDEN LETTER:

## Intro

Hi (fill in their name) this is \_\_\_\_\_.

Have I caught you at a good time?

Awesome. This will just take a minute.

## Option 1

We have a pre-qualified buyer who is looking in your neighborhood. I was thinking about your home and it might be the perfect fit. Just wondering if you would entertain possibly selling your home?

## Option 2

We have a pre-qualified buyer who is looking in your neighborhood. I told them about your home. Just wondering if you would entertain possibly selling your home?

Got it.

## Questions

What price would you need to get on your home to consider selling it?

Everyone has a Next Move Date. Out of curiosity, when do you think you and your family will be looking to make your next move?

If you were to move...where would you go next? And when might that be?

# CARE CALL - JUST CHECKING IN:

## Intro

Hi (fill in their name) this is . \_\_\_\_\_

Have I caught you at a good time?

I've been thinking about you and just wanted to call to see how you are doing..

## Questions (FORD - family, occupation, recreation, dreams)

How's the family? Everyone good?

How are the kids doing?

What's new?

What's exciting?

Everything good with the house?

(Just think connection here. Don't talk about real estate or the market. Don't ask for a referral. Just be a vulnerable authentic human being.)

## Ending

So glad to hear all of that. That's so great. I know you're busy so I won't keep you. Thank you for being awesome.

Talk soon...

# CONTEST CALL - 10 REFERRALS BY THE

## Intro

Hi (fill in their name) this is . \_\_\_\_\_

Thank you for taking my call. Do you have two minutes to help me with something?

Perfect. I'm in a contest and in order to win I've got to get at least 10 referrals in order to win and I am wondering...

## Questions

Who do you know from your work or your family that is looking to buy a home, sell a home, or invest in real estate?

Are you by chance considering making a move this year?

Everyone has a Next Move Date. Out of curiosity, when do you think you and your family will be looking to make your next move?

If you were to move...where would you go next?

## Ending

(Fill in their name) you're so awesome. Thank you for taking the time to help me. Is there anything I can help you with?

Got it. Thanks again. Bye!

# COMMUNITY CALL - WANTED TO INVITE YOU TO..

## Intro

Hi (fill in their name) this is . \_\_\_\_\_

Have I caught you at a good time?

Perfect. I have something exciting to share with you. Do you have two minutes?

I just wanted to call and let you know that we are hosting a...

(Share whatever event, giveaway or idea you want to invite them to want them to participate in.)

## Questions

What's the best email address for us to send you the invitation?

If we were to mail it, what is the best address?

## Ending

(Fill in their name) you're so awesome. Thank you for taking the time to help me. I hope to see you there or I hope you win!

Thanks again. Bye!