



## Hot Real Estate Market Script

*Hi, [agent name] with [ABC Realty], asked me to call you today. I'm calling to let you know that [number of] homes have sold in your area in the last [30] days, and [number] of those sold at or above the marketed price! Did you know this? (Answer: "No.")*

*That's the good news. The bad news is that this leaves a lot of buyers without a home to buy, right here in [name of community].*

*Since we've sold all the homes for the homeowners who've trusted us with that job, right now I'm calling to see who needs our help selling next.*

*By the way, [Agent] is offering free home valuations this month and we would love to send yours over if that's okay. There's no obligation of course, it's just so you'll know what your home is worth in today's market. Where can I email that? Or would you rather have a hard copy?*

If JUST CMA, do a quick one and send over. If not, then go into the Seller PreQualification Script and set the appointment.

Post CMA request from apt setter: agent calls the prospect.

Ideally, assistant/VA/prospecter "hot transfers" the prospect right to agent so they can do the PQ script.