



Just Listed Script

Hi, I'm [YOUR NAME] with [YOUR BROKERAGE]. [I/We] work a lot in [NAME OF NEIGHBORHOOD], and [I/We] just listed a home for sale very close to you on [STREET ADDRESS] for [\$ PRICE]. We often find that the ultimate buyer of a home is a friend, family member, or acquaintance of someone who lives in the same neighborhood.

Since [Agent Name] is doing everything possible to sell your neighbor's home over on [Street Name], I'm wondering who you know that is looking to move into your community? Maybe one of your friends or colleagues from work?

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/prospector "hot transfers" the prospect right to agent so they can do the PQ script.