Just Sold Script

Hi, this is [Name] from [Agent's] office.

[Agent] just asked me to give you a call to let you know a house in the neighborhood just sold. I'm calling so you can welcome your new neighbors on [address]. It sold for $X---.

[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.

By the way, whom do you know that's buying or selling that we should be helping?

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

Hi, this is [Agent]. As promised, I'm working on your Market Analysis. We'll have that sent over to you right away. Can you clarify a few things so I can do a great job for you?

(Ask about the house/square footage/upgrades/etc.)

Okay, perfect. I wrote that down. ***By the way, ideally, how soon would you like this property sold?***

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

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

(VA gets paid a bonus for each set appointment.)