



*Tim & Julie*  
**HARRIS**<sup>®</sup>  
REAL ESTATE COACHING

### **Just Listed Script**

*Call All Past Clients and Sphere Each Time You Sell a Home*

1. Call all past clients and COI each time you SELL a home.
2. Know the stats on the home. This includes: days on the market, list to sell price ratio, etc. Be ready to answer any questions they have about their own home.
3. Be prepared to discuss market conditions in general. Refer to recent newspaper articles, your blog, realestateinsidernews.com, etc.
4. Offer something of value. For example, offer a free CMA, monthly updates, etc.
5. Call with the intention of securing their long-term business, receiving referrals, and setting appointments. Start with the end in mind.

Hi, this is \_\_\_\_\_ with \_\_\_\_\_. We / I sell real estate in your neighborhood.

I am calling with information on a property that I just sold here in \_\_\_\_, your town\_\_\_\_\_.

***SECRET:*** *You can also talk about recent sales your company has made, in addition to your own sales.*

The property is located at \_\_\_\_\_ street/drive/road/etc.

It has \_\_\_\_\_ bedrooms and \_\_\_\_\_ baths, and was listed for \$\_\_\_\_\_. I was able to sell it for \_\_\_% of list price, or \$\_\_\_\_\_, in just \_\_\_ days\_\_.

Now I just have a quick question for you. Who do you know that would like to move into this area?

[If they say no one.]

I appreciate your time this morning/afternoon/evening. Tell me, what are your housing plans for this year/next year?

Have you lived in this area long?

If you were to make a move, where would you move to next?

[If they give an answer] Ideally, When would you like to be moved by?

If there were a benefit for you to make that move now, would you do it?

When can we get together to discuss a game plan to move you toward that goal?

I have \_\_\_\_\_ available, or would an evening meeting better accommodate your schedule?

[If it's obvious they have no plans to move after the above question.]

Again, I appreciate you time. My name is \_\_\_\_\_ with \_\_\_\_\_. If you do hear of anyone who needs my assistance purchasing or selling real estate, please keep me in mind.

Would you mind if I kept in touch with you and sent you regular market updates?

Perfect. I send a monthly email/newsletter. May I send that to your email address? Great, let me write that down.

- **SECRET:** Take the time immediately after the call to update your database. Use Top Producer, etc., to keep track of the details.
- **SECRET:** Agents who routinely call their PCs and COIs to announce their sales and provide valuable market information receive regular, high quality referrals from their list. Agents who don't, **don't**.
- **SECRET:** Remember, your Past Clients and Center of Influence list already knows, loves, and trusts you. Treat their business like gold!

*People with goals succeed because they know where they are going.*  
~ Earl Nightingale (American Motivational Author)