



## Holiday Script

### Real Estate Treasure Map!

1. Reconnect with your Past Clients and Centers of Influence.
2. Be the leader, the voice of calm.
3. Bring value to the call – know about your market stats, etc.
4. **Listen to your clients.** How can you be of service to them?
5. Offer free CMAs / help them lower their tax bill / set an appointment.

### Basic Script:

Hi, \_\_\_\_\_, this is \_\_\_\_\_, with \_\_\_\_\_.

I wanted to call today to wish you and your family a very happy holiday season!

I am reaching out personally rather than mailing you something, because a lot of my friends and clients have had some specific questions about the housing market and the value of their homes.

\_\_\_\_\_, I'm calling everyone to answer their questions about what's happening with the real estate market.

How can I help you and your family?

### Additional Script Questions:

\_\_\_\_\_, who do you know that I should call who needs my help?

\_\_\_\_\_, do you know any investors who may be looking to purchase homes at wholesale prices?

Who do you know that is having a hard time selling their home?

Who do you know that may be relocating soon?