

Door-Knocking Script - Circle Prospecting to Invite to an Open House:

“Hi, I’m _____ with Keller Williams Realty. I’ll be holding an open house at the _____ (name of family) house at _____ (address) on _____ (day). As a courtesy to them, they requested that I come by and invite all the neighbors to our open house on _____ (day). It’s from ____ to ____, and there will be an exclusive neighbor preview a half hour before it starts, from ____ to ____ (preview time). I’d love to invite you to come over, as I’ve found that neighbors are often times interested in seeing what homes in their area are selling for and how they’re decorated. So do you think you might be able to make it this weekend?”

If yes:

“Great! A lot of time neighbors like to pick their own new neighbors, so if you know someone who you think may like to live in this neighborhood, feel free to bring them along as well. Also, sometimes the buyers who come to the homes need more bedrooms or fewer bedrooms or different features, so I always like to give them a second choice in the neighborhood. Do you know anyone else in the neighborhood who might be thinking about selling, so I could direct them to that home if for some reason this home isn’t right for them?”

If no:

“I’d also like to ask, a lot of time neighbors like to pick their own new neighbors. Do you know anyone who is interested in moving into this neighborhood?”

Door-Knocking Script - Modified BOLD version:

“Hi, I’m _____ with Keller Williams Realty. I’m not here to sell you a vacuum cleaner or magazine subscription, so I hope you’re not disappointed. I’m doing a quick survey, do you have two minutes to help me? (No pause). I was wondering what brought you to choose this area to live? How long have you lived here? Who do you know in the neighborhood who is thinking of selling their house?” (Response)

If they gave a name, say,

“Great, would you mind if I used your name when I talk to them?”

If they said, “no one,” continue,

“Well, thank you for taking a moment to think about that. Do you know anyone from church, work, or another place who would like to buy in the area if there is a home for sale?”

If there is a for sale sign nearby and the listing is still active, say,

“There’s a home for sale in our neighborhood. When I find a buyer, what are some things you like about the neighborhood that I can tell people who are interested?”

As a closing question, ask,

“If you were to move, where would you go next?”

“When would that be?”

“Can I leave you with a neighborhood market report that shows what’s happening with real estate here in the neighborhood? Great, and I’d be happy get this information to you each month if you want to stay in tune with what’s going on in the neighborhood. Would you like to get an update each month on houses that are selling and other neighborhood market statistics?”

Additional door-knocking script:

“Hello, my name is (your name here)! I grew up in this neighborhood (you can put anything here depending on the neighborhood, just make it unrelated to real estate) and I am also a Realtor. I realize you may not be considering buying or selling a home anytime soon. I am just out in the neighborhood letting people know what I do for a living and that I am available if you have any questions. Would you take my business card magnet and if you hear of anyone looking to buy or sell a home, would you tell them you know a realtor and give them my information.” I then give them a magnet and I have a flyer prepared with my ad on one side and a neighborhood market snapshot on the other with recently sold homes and current interest rates. Once you give them your spiel, walk away. If they have any leads to give you they will stop you from leaving and tell you. If they don't answer the door I leave the flyer in their door.

HOT MARKET JUST SOLD SCRIPT

Hi, this is _____ with Keller Williams Beach Cities Real Estate!

I was dropping by (calling) to let you know there were ____ homes that have sold in your area in the last _____ days ... that sold in less than 30 days (or ...that all sold at or above list price...!

And we know that when homes start selling like that ... 2 or 3 more will sell right away ... So I was wondering

1. When do you plan on moving? (Never) Terrific!
2. How long have you lived at this address? (10 yrs) Great!
3. Where did you move from? (L.A) Good For You!
4. How did you happen to pick this area? (Job transfer) Excellent!
5. If you were to move ... where would you go next? (Back to L.A) That’s Exciting!
6. And when would that be? (3 months) Fantastic!

(Only go forward if they say 3 months or less!)

7. Obviously ... you realize it could take 1 to 3 months in this market to get a home sold ... did you know that? (No) Terrific!

8. So ... my question is ... do you have to be sold in 1 month ... or do you want to start selling at the that time? (Sold) wonderful!

9. Fortunately ... to get you one step closer to (LA) ... all we need to do now ... is simply set an appointment ... so I can help you get what you want ... in the time you want ... won't that be great? () Fantastic!

10. Which would be better for you ... Monday or Tuesday at 4pm?

Getting contact information at the door:

When getting their details I simply ask who I should address the information to and immediately after I ask for a contact number. From this I get it about 60% of time however if they say no I don't push for it as I've only just met them. If they ask why do you want it I say, I just want to be able follow up and make sure you received the information ok. I think it's about the delivery of the questions, asking with smile and having good eye contact. This works for me anyway.

Walk-by prospecting:

(Build rapport – most important, doesn't have to take too long)

Hi, how's your week going today? (friendly open attitude)

Make a comment on the house, sought after location

My name is (your name) and i am from (your agency)

By the way, do you have a few minutes to help me? (people like to help each other)

(don't pause)

I have met a lot of people in the area and boy, once people move here, they seem to stay quite a while. This must be a great place to live?

(ask for business) Today I would like to see if there was an opportunity for someone new to move to the area, so I am looking for people who would be interested in selling their home.

Would you be looking to sell in the near future?

(keep asking)

Do you know anyone in the street, whose circumstances have recently changed? For example... recently had a child, got married

So tell me (name, if he gave it), of all the people you know, like friends and neighbours, who do you think is most likely to sell sometime soon? ... Is it OK if I call them? ... And mention your name

Do you play sports (name)

Who do you know in the sports club, who is looking to buy or sell a property?

Would you have any objections if I use your name?

More ways to get contact info:

My latest technique is to knock on the door carrying a folder with my latest Newsletter or flyer stapled to a form displaying Store Discount Vouchers (Usually buy one –get one free from Wendy’s, Pizza Capers, Baskin Robbins, Video Ezy etc). I also carry a laminated copy of a CMA.

I usually say “can I just give you my latest Newsletter and I’ve got some discount vouchers for you there as well. Then I give a very short introduction and say “ I can also email you more discount vouchers and keep you up to date with Home Sales and what’s happening in the market and also put you in the draw to win an ipad drawn later in the year, no obligation. Do you use email?” While I’m writing down there details I ask if they would like a Free Home Report (CMA) and I show them the laminated CMA.

The last time I door knocked I spoke to 15 people and got five names, emails and mobile numbers and one appraisal.

Alternate door-knocking script (good success):

Hi, I’m ____ from _____. I just wanted to introduce myself as the area specialist in <neighborhood> representing Keller Williams Realty. I’ve just put together some information about the area that I thought you might find interesting. It doesn’t have anything to do with selling your house, although I expect you’ll probably be staying here for at least a couple years? (Wait for response)

That’s totally fine. It’s just some information I put together about the area that I thought you might find interesting. I’m going to be dropping off some to your neighbors in the next few weeks. Can I just leave one for you at your door?

<... What about getting contact info??>

Distressed Property Door-knocking Script

“Hi, Mrs. Smith?... My name is Jim, I hope I’m not interrupting dinner, I’ll be out of your hair in a second, I just wanted to get this into your hands (hand them a business card, flyer, or other material with a link to an online report)... I’m not sure if this applies to you or not, but I’m sure you know somebody. I’m a neighborhood real estate and short sale expert, I offer ethical and compassionate solutions to problems with real estate loans. If you know anyone, co-worker, family member, friend, someone in the gym, that owes more on their house than what it’s worth or is having a hard time making their mortgage payment, please have them go here to get a free report on their options and how to get fair market price for their home. It’s not about me, I hope they call me, but they’ll thank you for providing this free resource. Thanks for your time, Mr. Smith”