JUST SOLD SCRIPT
(Hot Market Approach)

Hi, this is ____________________ with ____________________! 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 just wondering ....

1. When you were thinking of making a move? (Never) Terrific!

2. How long have you lived here? (10 yrs) Great!

3. Where did you move from? ( ) Good For You!

4. What brought you to this area? ( ) Excellent!

5. If you were to move again... where would you go next? ( ) That’s Exciting!

6. And when would that be? ( ) Fantastic!

If they say 3 months or less!

7. Obviously ... you realize it could take ______ (E.g “90+ days) in this market to get a home sold and closed ... did you know that? (No) Terrific!

8. So ... my question is ... based on your time frame of ______ ...would you like to be just getting started with marketing your home...or have everything closed and be moving then? (Closed) wonderful!

9. Fortunately ... it sounds like the next step...would be for us to....set up a time to get together...so I can help you get to ______________ by _____________. Won’t that be exciting? ( ) Fantastic!

10. Which would be better for you ... Monday or Tuesday at 4:00 pm?

If they have no plans to move:

Well...it’s a pleasure to meet you today... Who do you know in the area that IS looking to buy or sell in the near future that I could help?