



Circle Prospecting

Dialogues

Phone or
Face 2 Face

"Hi ____ <<By name>> ____, this is Matt with BHHS FLPG and the Jones who live at _____ hired my company and I to handle the marketing, selling, and management of their transaction all the way through closing and so I promised them I would connect with the neighborhood/subdivison/ect and let them know about an upcoming open house that is focused on neighbors and their friends getting a (sneak peek, first look, first shot after the price reduction, ect). I ENJOY THIS BECASUE This also gives me a chance to meet everyone who is interested in understanding the current equity position in their home. Who have you been talking to that is thinking about making a move that may be interested in attending this open house?.....LISTEN....then THANK YOU FOR SHARIING THAT

I promise, when it goes under contract I will let you know that its preparing for a potential close of escrow and when it closes I will let you know how much it sold for that way you will have a basic idea of how much equity you have in your home. What is the best email to send the update to or would you rather me just call you?"

FINDING
OWNER
DATA

INTELLIUS - COLE DIRECTORY - TAX ROLLS - REMINE - PROPERTY
RADAR - REDX - RSP - FOREWARN - ANYWHO - WHITEPAGES -
PROPERTY APPRAISERS SITE (FIND ONE AND STICK WITH IT)

BE
PREPARED

YOU SHOULD HAVE COLLECTED AND REVIEWED COMPAREABLE :
ACTIVE LISTINGS -SOLD LISTINGS - PENDING LISTINGS
DAYS ON MARKET - PRICE PER SQFT - MARKET BENEFITS
-BUYSIDE REPORT

HOW TO
FOLLOW UP

A hand written note is the perfect follow up:

Hi _____,

I just wanted to say thank you again for taking the time to talk with me about the "Jone's" property. As promised I will keep you informed. If you come across anyone that may be interested in the neighborhood I am happy to share the market data with them as well just let me know and I will forward it to them. Thanks again and I look forward to talking soon!