

CIRCLE PROSPECTING



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What is Circle Prospecting?



If Sales is a “Numbers” game then Circle Prospecting is:

Making tons of cold calls to people within a specific area and begging them for business.

If Sales is a “Relationship” game then Circle Prospecting is:

A systematic way of delivering value to grow your database with potential business by servicing the needs of your current customers as well as the home owners in a specific geographic area.

TOP PRIORITY

Safety and Permission!



When can you Circle Prospect?



When you or the team lists a property.



When you or the team sells a property.



When you or the team send market updates.



When a neighborhood matches a buyer's need.



When you or the team do open houses.



Have the Proper Perspective

Is it Halloween?



I'm cute, I
showed up,
I want a
treat!

"I listed this property and thought you may know a buyer?"



An unwanted surprise visit?

Have the Proper Perspective



Unknown,
Uninvited,
Unannounced,
Unwanted!

“I wanted to stop by and tell you about a house that I am selling....I want to know if you want it, if you want to sell...tell me who you know who wants it?”



or Are You Publishers Clearing House!!

Have the Proper
Perspective



I'm excited,
You're
surprised,
I am
bringing
you a prize!

"I am here to give you value and make you a winner!"





How to ensure it's about Relationships:

- Who are you calling or stopping by for?
- What value are you bringing?
- Why would you follow up?



**Relationships
over
Transaction**



Who are you stopping by for?

You're not only connecting with them for you or even for the owner of the home – you're calling or stopping by to help everyone!

- Use the name of the neighbors?
- Why are you sharing this information?



What value are you bringing?

Real Estate is exciting. Given the chance many people love to be an “insider” when it comes to a house getting sold.

- We wanted to let you know?
- Empower them to help if they choose.
- Real market data – just incase!



Why would you follow up?

A trust worthy person keeps their word.

- It helps everyone to be informed.
- A sales person must verify they are trust worthy as quickly as they can.
- Be the kind of agent that keeps their word and you leap frog most agents.



What do you say?



Obstacles and Objections?



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Other Resources

- 8x8 Farming Strategy
- Farming for off Market Properties
- Maximize Your Open House
- Focused & Creative Mailers
- Cold Calling Sellers
- Getting listings from your Sphere
- Absentee owners
- Using Buyside to Generate Seller Leads



**What if they
slam the door?**

