

# Circle Prospecting

## Scenario 1:

### **Use circle prospecting when your buyers missed out on a multiple-offer negotiation**

The first scenario involves calling owners who live near a house your buyers missed out on in a multiple-offer negotiation or that your buyer missed all together. Doing this provides an opportunity to strengthen your relationship with your buyers by going the extra mile. The conversation with the buyers could go something like the following:

It also provides an opportunity to call homeowners with ready, willing and able potential buyers for their home. These calls are purposeful and could sound something like this:

**For SELLES**

***This is \_\_\_\_\_ with Eagles World Realty, and I'm not sure if you know this, but the house a few doors down from you at \_\_\_\_\_ came on the market \_\_\_\_\_ days ago, and the sellers received multiple offers. They're under contract to sell their home.***

***I was working with one of the families who made an offer on the house that wasn't accepted. They love this neighborhood, and I'm doing everything in my power to help them find the perfect home in your neighborhood, so I'm calling to see if you've heard of any of your neighbors who might consider selling.***

Then, listen to what the homeowner has to say.

Notice I didn't ask them if they were considering selling. If they are thinking of selling, they'll tell you. If they aren't, they'll tell you, but they might ask about **the home's selling price**. Explain that, though you won't know that until closing, most homes have been selling for list price or higher, and let them know how that will impact the value of their own home.

Allow the conversation to flow naturally, but don't hang up until you ask the most critical question. Before we get off the phone, I'd be the worst Realtor in the world if I didn't at least ask you: Is there a price at which you might consider selling your house?

Then,

*I'd love to keep in touch and occasionally update you on what we are seeing with sales activity in the neighborhood. Would that be OK?*

*Great, I don't want to bombard you with calls, so if it is OK, I prefer to keep in touch via email, and then if you see something you have questions about, you can give me a call. Is there an email address you prefer me to use when sending these updates?*

The notion that we should “**always be closing**” is a broken one that doesn't work anymore. Instead, we should focus on building relationships. By introducing ourselves and providing information to people, we can start **building a list of people** who will turn to us when they need a real estate agent. When you are actively building relationships and having conversations, you will find listing opportunities.

