

Gather sales information for the neighborhood

Prepare for the calls you'll make by gathering data about the neighborhood. I always like to know and have the following information in front of me for reference while making calls.

- The houses in the neighborhood that have sold in the past six months
- The price-per-square-foot information of the homes that have sold
- Days-on-market details
- General details (number of bedrooms and bathrooms) about each house
- Other houses that are currently for sale in the neighborhood
- Homes currently under contract or in escrow in the neighborhood
- Comparison of the neighborhood's price-per-square-foot and days on market versus the overall market

CIRCLE PROSPECT WHEN YOUR BUYER MISSED OUT ON A MULTIPLE-OFFER NEGOTIATION OR AN OFFER WAS ACCEPTED BEFORE YOU COULD PLACE AN OFFER. c

This involves calling owners who live near a house your buyers missed out on in a multiple-offer negotiation. 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:

SCRIPT for your BUYERS

I know you are disappointed, and I will do everything in my power to find you the perfect home. I plan to reach out to the owners of homes near the one we missed out on immediately to see if they or someone they know in the neighborhood would consider selling.

This move shows the buyers you are willing to go the extra mile for them and provides the opportunity to deepen your relationship with them. Adversity like missing out on a multiple-offer negotiation creates a chance to build a *client* out of what was previously a potential customer.

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:

SELLERS SCRIPT (Scenario 1)

This is _____ with Eagles World Realty, and I'm not sure if you know this, but a house in your neighborhood at _____ came on the market and in just ___ days the sellers received multiple offers. They're under contract to sell their home or they just closed.

I am 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.

Please keep me in mind if you hear about anybody in your neighborhood that is interested in selling or if they simply would like to know how much their house is worth

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.