

FARMING SCRIPT

This is _____ with Eagles World Realty, I'm looking for the owner of _____. Hey, I live in the neighborhood, and I just wanted to introduce myself. I live at _____

Ask Questions

- 1. How long have you owned the property? _____
- 2. Do you live in the property or is it rented? _____
- 3. What's your opinion of the neighborhood? _____
- 4. Why did you pick this neighborhood? _____
- 5. Is there anything I can do for you? _____

Would you like to know how much your property is worth right now? _____

I'm wondering if you've heard of any of your neighbors who might be considering selling ?

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?

Email: _____

If they say “YES I WOULD LIKE TO KNOW HOW MUCH MY HOUSE IS WORTH”. Tell them you will work on the Comparable Market Analysis (CMA) . What day would be good for you to go by and go through it? Always, try to see them in person

Follow up

The day you spoke to them

Date: _____

Send them a text thanking them for their time with your haystack info, a video is even better.

2 days later

Date: _____

Send a handwritten card with your business card in it.

5 days later

Date: _____

Send a postcard with your info