

# Phone Canvassing with Just Listed and Just Sold Prospecting Scripts



**Prospecting** in Real Estate is never relegated to a secondary activity; it always comes **first**. There are times when Canvassing Door to Door is not possible; then **Phone Canvassing** is the natural Replacement. In this video we will learn three similar **Scripts** to canvass for future Sellers using a **Just Listed or Just Sold Listing**; and learn to do it in the right sequence without being overtly Salesy. **#8WeekSuccess**

## ► Handouts - Please Silence your Phone - Be Here Now

- Please make sure you are in **possession** of **today's Handout** with a **Pen/Pencil** to take **Good Notes**;
- There are **blanks** you'll need to fill in - the text on the screen "**Red and Bold**" is what you are supposed to fill in;
- Please **be engaged, interact, ask questions** - and trust yourself and your ability to learn. The Notes you take during the Workshop are more important than any Handout I give you.

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## ► Big Picture Thinking - Ponder these ideas on Prospecting:

- "The \_\_\_\_\_ you have going into your **Prospecting Calls** will determine the level of **Profit** you have coming out."
- "Treat \_\_\_\_\_ NOT as Conversation Enders, but as **Requests** for further information, and Education."

## ► Big Idea

- Farming a Neighborhood** with \_\_\_\_\_ is an **Essential Skill** for all Real Estate Professionals; Yet **few** end up mastering this skill.
- In this Training Session I will introduce you to three (3) similar **Scripts** so you can \_\_\_\_\_ for future Sellers in Neighborhoods of your choosing.
- Canvassing **Door to Door** during the challenges of a Pandemic force us to make adjustments.

### ► Keep These Stats in Mind

- For every **100 Homeowners** picked at random in the U.S. at any point:
- Group 1: 1 to 2** have **made the decision to sell** and are already working with someone else – hopefully some of you.
- Group 2:** another **2 to 3** are currently \_\_\_\_\_ thinking about **Selling** and struggling about it as we speak – they are in the **research mode**.
- Group 3:** another **3 to 5** will **join** Group 2 in the next 4 to 6 months. These Group 3 and Group 2 are **who we are** \_\_\_\_\_.
- Group 4:** the rest, usually 85 to 90 are **not** thinking nor interested in selling, and will probably tell you they will never sell... PS: Which is really **not true** – because **Life** \_\_\_\_\_ **then Real Estate Happens**.

### ► Prospecting

- Prospecting** is the Act of \_\_\_\_\_ – we are in **the Business of asking for Business**.
- The top **2 Prospecting Activities** are \_\_\_\_\_ Prospects and \_\_\_\_\_ **to People Face to Face** - including **Neighborhood Canvassing**.
- Smart Agents develop \_\_\_\_\_ that they continually fine-tune so they can create **1 to 3 Appointments a Week**.

### ► The 5 phases of Calls – #BRAVnOtes

- Ringing the Prospect** – \_\_\_\_\_ with a **Smile, Phone Script**, follow-up Questions, and **very relaxed**.
- The \_\_\_\_\_ - Always have a reason to call – think of it as an **ice-breaker** to get the conversation going...
- The \_\_\_\_\_ – Have they thought about Selling their Home?
- The \_\_\_\_\_! - Whatever the person says on the call **Validate first** before you go to next Question!
- Take **Good** \_\_\_\_\_ in your CRM for future **Follow-Ups**.

### ► Sample Affirmations

- I am \_\_\_\_\_; I am **Intentional**; I am **Confident**; and I **help** Sellers **achieve** their dreams!
- I have the \_\_\_\_\_, the **Talent**, and the **Courage** to get \_\_\_\_\_ Listings in 2020!
- I radiate **Confidence** grounded in \_\_\_\_\_ and **Humility** and Sellers feel my **energy** of **Success!**

### ► Scenario

- Two Big Factors:** The country is suffering from **extreme** \_\_\_\_\_ **Inventory** and Lots of Buyers \_\_\_\_\_ find enough homes to **Preview** and/or **Purchase**.
- You or Your Brokerage have a \_\_\_\_\_ in a **Neighborhood** or area, and you wish to **Canvass** to get more Listings in that **Community**.
- You need **Know** the listing \_\_\_\_\_ just in case a Neighbor asks for details or pricing.

### ► The Preparation Stage

- You have a **Property Flyer** with \_\_\_\_\_ of the **Listing**.
- You get a List of all the recent \_\_\_\_\_ and \_\_\_\_\_ in the **Neighborhood** just in case you are asked about **recent** Real Estate Activity.
- You have something Like **RedX** – theredex.com or **Mojo Dialer** – mojosells.com for GeoLocation of **Neighbors** around the Listing so you can get the \_\_\_\_\_ to call them.

### ► Scripts

- Add wisdom to your business and don't re-invent the wheel; many of you have yet to embrace \_\_\_\_\_ your **Scripts**.
- Good Scripts** do not make you sound **robotic** - they make you sound \_\_\_\_\_.
- Consumer are **not** buying knowledge from you – they are \_\_\_\_\_, your **Confidence**, and the way **You** \_\_\_\_\_ the knowledge. **Scripts build Confidence!**

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## ► Just Listed Phone Script

*[the Reason Phase...]*

Hi this is **Susan**, *[slight pause]*

**Susan Smith Your \_\_\_\_\_ Realtor in Garden Hills;**

We Just **Listed** a Property in **your Neighborhood** and we have additional Families looking to **Purchase** in this Area;

*[the Ask Phase...]*

So I am \_\_\_\_\_ on their behalf to find out if **You've ever thought about Selling your Home?**

*[at this stage Listen Very Carefully and Take Notes...]*

*[if they say No, Go into Service Mode...]*

By the Way, with COVID-19, many of our Neighbors are worried about the \_\_\_\_\_ of their Home, or how the local Market Conditions are affecting their **Home Equity**;

*[slight pause];*

Do you have any **Real Estate Question**, or \_\_\_\_\_ I can **help** you with?

*[don't be afraid of touching the pain, and flow where they flow...]*

*[remember to Validate all along...]*

*[closing remarks]*

**Thank you** for Taking the Time to \_\_\_\_\_ **to me**. Have a great rest of your day.

*[make sure you don't linger too long on a call unless it is warranted...]*

Go to your **CRM** and \_\_\_\_\_; Adjust their Ranking System; and then **Schedule** the \_\_\_\_\_ with them.

*Let's Write your version of this Script!:* \_\_\_\_\_

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### ► Just Sold Phone Script

- It is the exact \_\_\_\_\_ expect that in the *[the Reason Phase...]* you will **replace** “We Just **Listed...**” with “We Just **Sold...**”
- Everything else remains **the same**.
- Remember that you are \_\_\_\_\_ on behalf of all the buyers looking to find homes in this great Neighborhood of **Garden Hills**. As well as Addressing the **fear** and or worries of how COVID-19 has affected their \_\_\_\_\_. You are **Planting the Seed** that you are **The** \_\_\_\_\_!

### ► Different Scenario

- What if you \_\_\_\_\_ a **Listing** or a **Closing** in a Neighborhood you wish to Canvass?
- Go to your **MLS** and lookup the \_\_\_\_\_ in the past few Weeks and print a list of them.
- Let’s say there were **3 Properties that Closed** in the last 3 to 4 Weeks.
- We are going to use **this information** in our \_\_\_\_\_ **Script** in this instance.

### ► Canvassing Phone Script

*[the Reason Phase...]*

Hi this is **Susan**, *[slight pause]*

**Susan Smith Your** \_\_\_\_\_ **Realtor in Garden Hills;**



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► **When Homeowners Hesitate...**

- What do you **say** when the person on the phone hesitates or hums, after you ask the question: **“Have you ever thought about Selling your Home?”**;
- “Selling Your Home is an **Important Decision**, and at times a difficult decision... This is **Why** at **EXIT Realty** we offer all of our Neighbors a \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ of your Home - this way, **Mr. Smith**, you can make an **informed decision** on whether this is the right time for you to sell or not... I would like to **Set** an \_\_\_\_\_; would tomorrow afternoon or the following Mid-morning work best for you?”

► **Big Picture - Reflect on this Key Idea:**

“Your Value is **NOT** found in the Real Estate License you Hold; It is revealed in your \_\_\_\_\_ **Prospecting Plan** and your **Daily Implementation of Prospecting** \_\_\_\_\_ – Never let a week end on you without **Making at least** \_\_\_\_\_ **Minimum!**”

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