

# Sellers' Wanted Canvassing Script with Flyers and/or Door Hangers



**Prospecting for Listings** is, and always will be the most **urgent activity** Successful Agents undertake; in fact, we **never ever stop Prospecting for Listings**. We have to try all possible methods available to us to get Homeowners who are thinking of Selling to pick us. The **“Sellers Wanted” Script** is one of those ways to farm neighborhoods for potential Sellers and also to plant **“mind seeds”** with future homeowners that you are the **Go-To Realtor** in the neighborhood. **#8WeekSuccess #KeyProspecting**

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

- Please make sure you are in **possession** of **Today’s Handout** with a **Pen/Pencil** and take **Good Notes**.
- There are several **Blanks** in your Handout - the text on the **screen “Red and Bold”** is what you are supposed to fill in.
- Our **Sessions** will be **1h15mn** long. Please **be engaged** and trust yourself and your ability to learn. The Notes you take during the Workshop are **as important** as the Handout I give you.

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## ► Big Picture Thinking - Ponder these Prospecting Ideas:

- Until \_\_\_\_\_ your Prospects, you **haven’t done anything meaningful** with your day.
- The most \_\_\_\_\_ time of your day is the one spent on **Prospecting Proactively** – either **Face to Face** or **Ear to Ear**.

## ► Suggested Affirmations

*Here are two (2) Suggested **Affirmations**; Absorb their Intention and then write one of your own and **share it** with your Success Partners and/or Colleagues:*

- “Helping Homeowners Sell their Properties** is the **Highest** and \_\_\_\_\_ Use of my **Valuable Time.**”
- “I \_\_\_\_\_ Canvassing** in my Local Neighborhoods and be of \_\_\_\_\_ to anyone thinking about **Buying** or **Selling** Real Estate.”

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## ► The Market

- As an Industry we **MUST** \_\_\_\_\_ **Complaining** about the **Market**.
- The Market is \_\_\_\_\_. In **2020** we did \_\_\_\_\_ **Million Listings**, compared to **5.34M** in 2019 and **5.3M** in 2018. We will do at least **5.8M to 5.9M** in 2021.
- We just have too many Agents who want to be **Order-Takers** (about 80%) rather than **True Go-Getter** \_\_\_\_\_ (about 20%).

## ► 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** \_\_\_\_\_ **for**.
- 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 Reality

- One major **truth** about **Prospecting** has not changed over the ages...
- The **more people** you \_\_\_\_\_ the more **No's** you will weed through, to uncover the few precious \_\_\_\_\_ you **deserve**.

## ► Prospecting Mindset

- Prospecting** is the Act of \_\_\_\_\_ **for Business** – we are in **The Business of Asking for Business**.
- The top **2 Prospecting Activities** are \_\_\_\_\_ People, and \_\_\_\_\_ **to people face to face** – that includes \_\_\_\_\_.

- Smart Agents develop \_\_\_\_\_ that they continue to fine-tune so they can create **1 to 3** \_\_\_\_\_ **per week**, or no less than **100 Appointments** a Year!

### ► Prospecting Mindset Script

- The Purpose of this Daily Self-Talk Energy Script is to focus you on your \_\_\_\_\_:

My Name is \_\_\_\_\_, \_\_\_\_\_ and I am a \_\_\_\_\_ **Prospector**. I never complain about the Market because it provides me All the \_\_\_\_\_ I need. I wake up every morning to \_\_\_\_\_ and I do it by having a **Proper Plan, A Great Attitude**, and **Dedicating** No Less than 2 Hours for **Phone Canvassing, Door to Door** \_\_\_\_\_, and **Follow Through** with my Clients. I go through the **No's** to get to the **Yes's** I deserve.

*Let us Write your own version of this script and read it to yourself every morning for the next few Weeks!*

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### ► Farming

- Identify a **Neighborhood**, or a Grouping of Neighborhoods in your area that you wish to \_\_\_\_\_.
- A Good total Number of Homes is about \_\_\_\_\_ to **2,500** Homes in total.
- Study the \_\_\_\_\_ for the past 6 months and put together a **Market Report**. Ask your Broker how to extract Local Market Reports from your MLS.

### ► Farming Mindset

- A Good Farmer looks to plant “\_\_\_\_\_” with **Homeowners** in their target area.
- Say you settle on 2,000 Homes; and you decide to Canvass \_\_\_\_\_ **Doors a Week**. It will then take you 26 Weeks to cover your whole area – which means that at most you are visiting each door no more than twice a year.

- 2 to 3 times** a year per door is just **about right**.

### ▶ Create Your Graphics

- Some prefer to Canvass with \_\_\_\_\_ and print them on Demand; others like to Canvass with \_\_\_\_\_ and order them in Bulk.
- It is really up to you to decide what to use. With a Flyer I like to mention the \_\_\_\_\_ to create familiarity – while with Door Hangers I like to keep them **Generic**.
- Your Goal to attempt no less than \_\_\_\_\_ **per week** – but try to go for **100 Doors**. Best times weekdays 4pm to 6:30pm and Saturdays from 10am to 12pm.

### ▶ Sellers' Wanted Flyer

- Notice the flyer focuses on the \_\_\_\_\_.
- Notice the presence of a \_\_\_\_\_.
- This Flyer is meant to Plant **Mind Seeds** in the minds of Homeowners that you are **their Local Realtor**.

### ▶ Door Hangers

- You do **not** need to create a double-sided door hanger.  This one is **4.25" by 11"**.
- Side 2 can be an item of \_\_\_\_\_: in this case the **EXIT Ad Center**.
- Don't Forget to incorporate \_\_\_\_\_.

### ▶ Before you go Canvassing

- Make a list of all the properties \_\_\_\_\_ in the neighborhood you are **farming** and make sure that you go over all those listings in the MLS and have a copy with you on your clipboard as you canvass.
- I am **not** asking to memorize the current listings – I want you to become **familiar with them** a little bit so you can \_\_\_\_\_.

- Do the same with **properties that** \_\_\_\_\_ in the past 6 weeks.
- Obviously, you need a \_\_\_\_\_, a professional \_\_\_\_\_, a REALTOR \_\_\_\_\_; Professional looking **Business Cards**, a few of your **Real Estate Reports** in the car, **Affirmations**, Scotch Magic Tape, Notepad, and obviously **30 to 50 Sellers Wanted Flyers** or **Door Hangers**.

### ▶ Get Yourself Pumped Up

- I am \_\_\_\_\_; I am **Purposeful**; I am **Confident**; and I **help** Sellers **achieve** their dreams!
  - I have the \_\_\_\_\_, the **Talent**, and the **Audacity** to get \_\_\_\_\_ Listings in 2021!
  - I radiate **Confidence** grounded in \_\_\_\_\_ and **Humility** and Sellers feel my **energy** of **Success!**
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### ▶ 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 \_\_\_\_\_.
- Consumers are **not** buying knowledge from you – they are \_\_\_\_\_, your **Confidence**, and the way **You** \_\_\_\_\_ the knowledge. **Scripts build Confidence!**

### ▶ The 5 phases of Door-Knocking - #BRAVO

- The **Approach** \_\_\_\_\_; Professional with a Smile, Name Badge, Pin, Clipboard, Script, and very relaxed.
- The \_\_\_\_\_; You are NOT Selling – You are **Canvassing**.
- The \_\_\_\_\_; **Have they Thought about Selling their Property?**
- The \_\_\_\_\_! Whatever the person says at their door is valid. So, don't jump to another question until you validate!
- Take \_\_\_\_\_ from Conversations for Follow-Up!

## ► Canvassing Script

*[the Reason Phase...]*

Hi this is **Susan**, *[slight pause]* **Susan Smith Your \_\_\_\_\_ Realtor in Garden Hills;** In the last few weeks **3 Homes Sold in Garden Hills** 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 the Pandemic, 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]*

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

*[make sure you don't linger too long at the door unless it is warranted...]*

Take **Good Notes** and ask yourself what is my \_\_\_\_\_ with this Homeowner, if any.

*Space to Write your Thoughts or variations of this simple script:*

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### ► Handling Rejection

- What do you do when someone at the door says: **“We’re Not interested!”**
- Answer genuinely with: “\_\_\_\_\_ for opening your door, have a great afternoon!”
- Then **walk away** \_\_\_\_\_ smirking, having an attitude, or showing disdain. Walk away like what has just happened was **absolutely normal**.

### ► When Homeowners Hesitate...

- What do you **say** when the person at the door 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 \_\_\_\_\_, **No Obligation Consultation** and \_\_\_\_\_ of your Home - this way 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?”

- Write your own version of this important reply:*

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### ►►► Video Assignment

- Go to our **Page of Videos** and watch the video called **“Putting The Fear of Rejection in Perspective with Brendon Burchard.”**
- Realize that most **No’s** you encounter are simply Homeowners who are **NOT Moving**.
- Be **Gracious** and **Thoughtful**; They may end up having a need for you in the future.

## ▶▶▶ IMPORTANT Daily/Weekly Stats

From Now on when your business day ends, you will **track your 6 important Prospecting Numbers of the Day**:

1. Number of **Real Estate Prospecting Phone Calls** made: \_\_\_\_\_.
2. Number of Calls that **went well** or were effective (not necessarily became a deal): \_\_\_\_\_.
3. Number of **Face-to-Face Real Estate Conversations Attempts** did you have: \_\_\_\_\_.
4. Number of those Face to Face you feel **went well** or were effective: \_\_\_\_\_.
5. Number of **Presentations** and **Consultations** held: \_\_\_\_\_.
6. Number of **Presentations** and **Consultations** that **went well** or were effective: \_\_\_\_\_.

**End of Week: Compile** all of these stats Saturday/Sunday Morning and send them to your Success Partners. Now Prepare your Week to Come!

## ▶▶▶ Make Your Weekly Calls!

- Practice your Scripts** with your Success Partners and jump on your **daily calls** – you get better **by doing!**
- You must make a **minimum of 25 calls per week** using any script before our next meeting – I encourage you to go for **5 to 10 calls a day**.
- Keep track** of how you felt; the mistakes you made; and what worked. You are **not** allowed to make any decision about **your abilities** or **judge yourself**.

### ▶ Big Picture Being - *Reflect on this Success Idea:*

**“Success** means doing \_\_\_\_\_ we can with what we have. Success is in \_\_\_\_\_, not the **getting**; in the **trying**, not the **triumph**. Success is a \_\_\_\_\_ **standard**, reaching for the **highest** that is in us, becoming all that we can be.” – Zig Ziglar



**Key Yessaad** is a Real Estate **Mind-Set Trainer**, Prospecting Coach, Internet Strategist, and creator of **The #8WeekSuccess Real Estate Training Boot-Camp**. Key has been a Trainer and Business Coach for the past 2 decades focusing especially on empowering Agents develop **the Skills and Habits of Prospecting**, Web Services, SEO Strategies, Time Blocking, Blogging, Internet Marketing, Lead Generation, and **Listing Success**. (910) 538-6610 - <http://bit.ly/KeyYessaad>



# THINKING OF SELLING? in The Argyle Forest Neighborhood

In the last few weeks 3 Homes **Sold** near your Property in our Neighborhood of **Argyle Forest**; and Our Office and Agents have additional **Qualified Buyers** looking to Purchase. We are Canvassing on their behalf to find out if you ever **Thought of Selling** your Home?

Our EXIT Office and I Offer **Free, No Obligation Consultations**, and **Valuations** to all our Neighbors who are thinking of Selling. **Paula Wynn**, Your Local REALTOR® (904) 502-9432



**Paula Wynn, REALTOR®**  
(904) 502-9432



Paula@PaulaWynn.com  
www.PaulaWynn.com



Testimonial:

*"We really enjoyed the experience with Paula. From Buying our new home to Selling our property it went with ease, without any issues. Thank You Paula." - TS*



If your property is currently listed for sale, this flyer does not constitute a solicitation for your listing.



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ARE YOU  
THINKING  
OF SELLING  
YOUR HOME?

TEXT: PaulaWynn to: 85377

WITH EXIT IT IS  
SOLD

(904) 502-9432



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WHEN YOU LIST  
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AND EXIT REALTY!

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What does that mean to Our Listed Home-owners? You list with us, we prepare your property, then expose it to all the right Eyeballs of the Facebook/EXIT Network through their Advanced AI Algorithm, which will guarantee us the Right Qualified Buyers so you can get the Highest and Best Offer.



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EXIT REAL ESTATE GALLERY

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