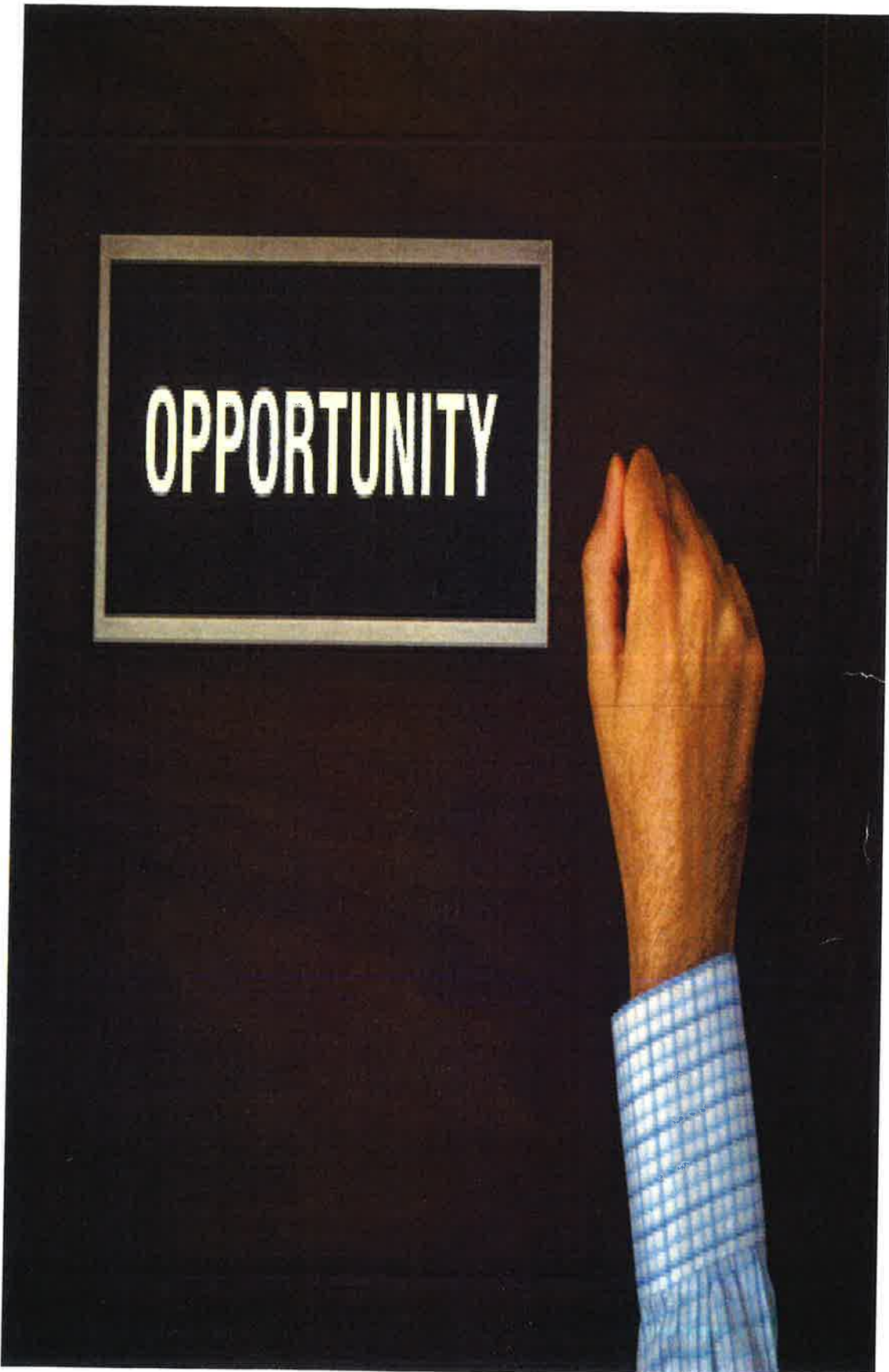


DOOR KNOCKING



WHAT IS STOPPING ME...

- **FEAR OF REJECTION**
- **I DON'T HAVE TIME**
- **I'M NERVOUS OR SHY**
- **HAVE TO DEAL WITH UNPLEASANT PEOPLE**
- **I DON'T KNOW WHAT TO SAY**
- **I FEEL LIKE I AM BOTHERING PEOPLE**
- **IT'S TOO HOT/COLD TO GO**
- **IT DOESN'T WORK IN MY COMMUNITY**
- **IT'S NOT MY PERSONALITY**
- **I DON'T HAVE ANYTHING TO GIVE AWAY**
- **I DON'T THINK IT WILL WORK**
- **I HATE DOGS**

****GET OUT OF YOUR COMFORT ZONE****

****HAVE A STRONG MINDSET****

JUST REMEMBER -DO NOT TAKE IT PERSONAL

DOOR KNOCKING

If it was that...



everyone would be doing it...

Door Knocking Scripts

Introduction Script...

“Hi, I Am so sorry to bother...“My name is Hardip with Re/Max Specialists. I was in the area and I’m a local real estate expert and I wanted to make sure you knew that there were 7 homes available for sale in this area of 100 homes.

And, If you had any information or need any information on real estate, I want to make sure that you know that I am available for you and here is my business card. If you have any questions ever, please feel free to call me.”

Just Listed...

Hi, I Am so sorry to bother...I am Hardip with Re/Max Specialists and I wanted to let you know that I JUST LISTED an amazing house about 20 doors to the right... Now, this home is really nice. It has 4 bedrooms, it has 3 washrooms, and it has a fully renovated kitchen. And, most importantly an outdoor BBQ.

So I needed your help...Can you think of anyone that is interested in moving into the area...

Just Sold...

Hi, I am so sorry to bother...I am Hardip with Re/Max Specialists and I have some great news for you today...I just sold 123 Anywhere Street in your neighbourhood...It sold in 3 days for 99% of asking price...

and I was wondering if you have been thinking about selling your home, too?”

OR

- We now have a list of buyers who want to live in the area. Do you know anyone in the area who might be thinking about selling? ... Would you be thinking about moving yourselves in the near future?"

Open House Invitation...

Hi I'm so sorry to bother...I've just listed a new home over on _____ and I'd like to invite you to an open house this weekend from _____ to _____. Do you know anyone who's looking for a house and might be interested in this neighbourhood?

Geographic Farm Area...

- "Hi, it's Hardip again, agent with Re/Max..."
- "Prices are going up in the area and I thought you might like to see what's been selling."
- "I'm holding an open house at _____ and wonder if you'd like to stop by this Sunday for some cookies?"
- "Now that prices have risen so sharply in the area, I'm wondering if you've begun to think about selling?"
- "I thought I'd stop by and see if you know anyone who'd be interested in buying a great home in the area that hasn't been listed yet."
- "One of your neighbours is the owner of The Pastries and he's offering a free croissant to all area residents I meet today. Would you like one?" (Great way to build strategic alliances with local business.)

Friendly Ice Breakers...

"I love the way you designed your garden." "Your lawn looks like a putting green." "That's a beautiful entryway." "Your roses are spectacular." "I love the color of your house."

Follow On Questions...

- “When do you plan on moving?”
- “How long have you lived at this address?”
- “Where did you move from?”
- “If you were to move, where would you go next?”
- “And when would that be?”
- “It takes about _____ months to sell a house in the current market. Did you know that?”
- “Did you want to start selling in _____, or did you want to be moved already by that time?”
- “Then the next thing we should do is...”

COMMON OBJECTIONS

I have a friend or Relative in the Business...

This is where it's important to know why you are unique, and be able to explain that value clearly

"That's great...I would just like the opportunity to show you how we are different and how we have provided additional value to home buyers and sellers. We can present some great references that will make us stand out and you will be provided with a second opinion absolutely free of charge...So when can I stop by to provide you with the free second opinion..."

How much Commission do you charge...

"Now that is a great question...Each home is unique and we have tailored made commission packages for each home that range anywhere from 0 to 6 %...So when were you planning on selling..."

They are not the decision maker...

"Okay, Would you be able to connect me with that person?"

House's are too expensive...where will I go next..

"If I could show you, we can get top dollar for your house now and secure a beautiful home for you...would you consider selling.."

I am a realtor myself...

That's great..what company? Have you ever considered a move to Re/Max..We have a great training program at our brokerage...please call my manager..."

SETTING YOUR DOOR KNOCKING GOALS

We need to set goals before we head out door knocking. This number may vary from agent to agent or from area to area.

The formula I have used to calculate the number of listings that will be generated through door knocking is:

your listings goal x 2 = Contacts per day (five days a week)

If you have a success rate of reaching 30% of the doors you knock then

Contacts per day divided by 30%(0.30) = Doors to knock per day

Example:

Goal	Contacts Per Day	Doors per Day
15	$15 \times 2 = 30$	$30 / 0.30 = 100$ doorsper day

If I can knock on 25 to 30 doors an hour. I will need to schedule 3 hours of door knocking.

Very important to track your numbers!

Remember - When Actually going out:

- Dress Appropriately
- Believe in what you are doing
- Be confident and Knowledgeable
- Be consistent
- Know your scripts and the area stats
- Strong mindset
- A big smile and be enthusiastic

Happy Door Knocking!



Map

Layers

Muscovy Dr

Gar

Pennycross Cres

Hoxton Rd

Fulmer Rd

Pennycross Cres

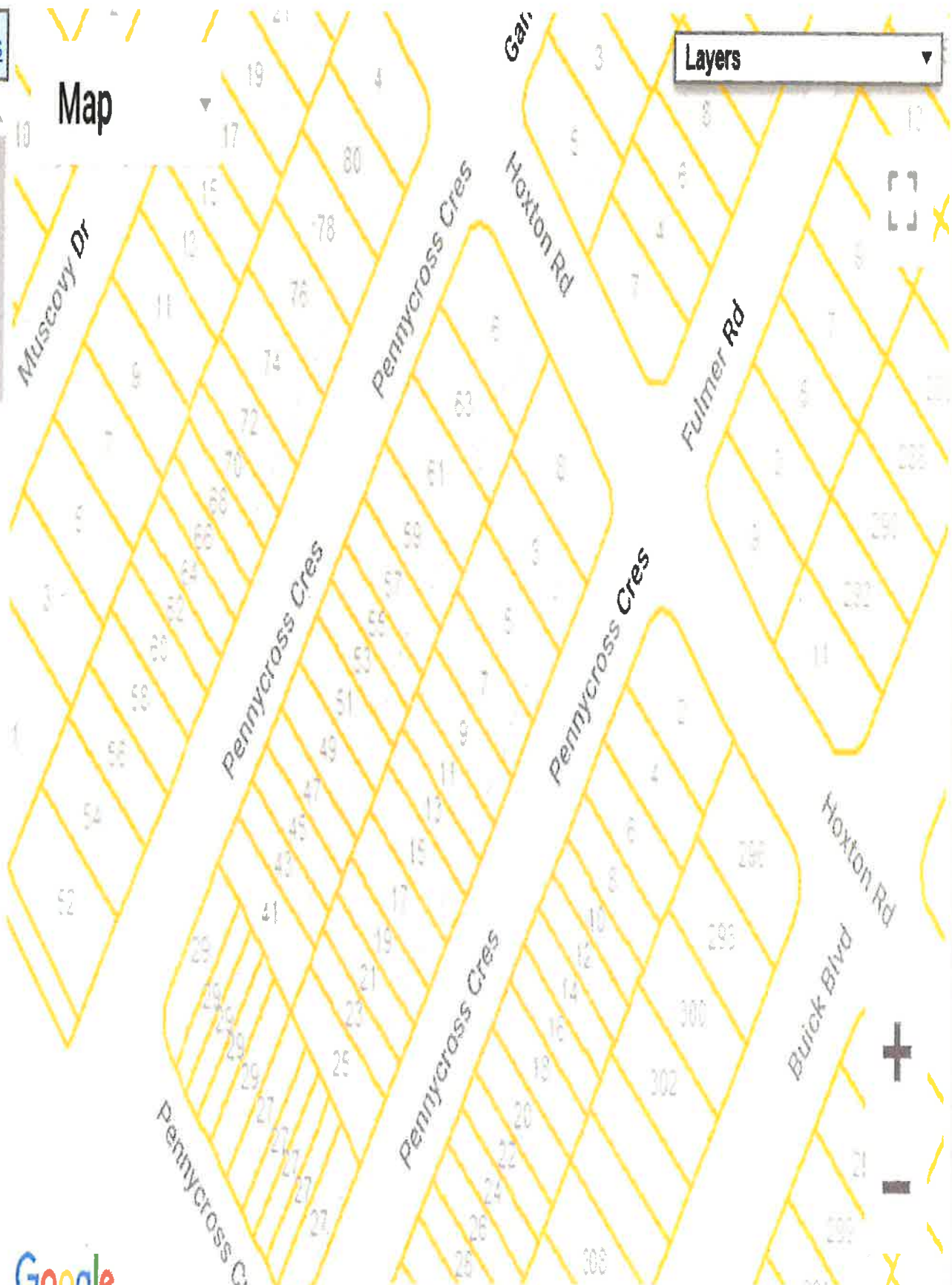
Pennycross Cres

Hoxton Rd

Pennycross Cres

Pennycross Cres

Biick Blvd



DAILY CONTACTS

1	26	51	76	101	126	151
2	27	52	77	102	127	152
3	28	53	78	103	128	153
4	29	54	79	104	129	154
5	30	55	80	105	130	155
6	31	56	81	106	131	156
7	32	57	82	107	132	157
8	33	58	83	108	133	158
9	34	59	84	109	134	159
10	35	60	85	110	135	160
11	36	61	86	111	136	161
12	37	62	87	112	137	162
13	38	63	88	113	138	163
14	39	64	89	114	139	164
15	40	65	90	115	140	165
16	41	66	91	116	141	166
17	42	67	92	117	142	167
18	43	68	93	118	143	168
19	44	69	94	119	144	169
20	45	70	95	120	145	170
21	46	71	96	121	146	171
22	47	72	97	122	147	172
23	48	73	98	123	148	173
24	49	74	99	124	149	174
25	50	75	100	125	150	175

Start Time & Finish Time

Monday
Tuesday
Wednesday
Thursday
Friday

--	--	--	--	--

Contacts _____ # Leads _____ # Appts _____