

DOOR KNOCKING SCRIPTS

New Listing / Not Your Listing / Open House Script

(my intro) Hi there, I'm Tracy Tofte. I live in Northlake, sold quite a few homes in the neighborhood and you might have received my mailer every month in a blue envelope.

(no idea who you are / Oh, OK / nice to meet you)

I'll be super brief. You may have noticed the home a few doors down is for sale. I just listed it this week and made a commitment to the sellers that the entire neighborhood would know about this new listing. Often times homeowners know someone that might be looking to move to the neighborhood. Do you know anyone interested in moving to Northlake?

(don't know anyone / might know someone)

Here is some info on the house and an invite to the open house this weekend. Special neighbor invite from 11-12. There will be bagels and coffee. I really hope to see you there! By the way, are you a part of our Northlake neighborhood Facebook group? (ask only if you don't recognize them, or their name. You should already know who is in the group). Before I leave, do you know anyone in the neighborhood who is thinking of selling? (no / yes) Ok. It was a pleasure meeting you. I look forward to seeing you at the open house!

****If not your listing, swap out with "There is a new listing in the neighborhood and I wanted to tell all the homeowners about it."**

Sold in the Neighborhood / Your Listing / Not Your Listing / Property Value

Hi there, I'm _____ I will be super brief. I'm handing out the latest comps in the neighborhood. I just sold the house around the corner at 27748 Mariposa. It sold for \$19,000 over list price and we had a total of 6 offers. That means there are 5 other qualified buyers without a home looking to move to Northlake. Since this house went for so much more than the seller thought it would, I now have a lot of neighbors wanting to know how much their house is worth! Would that information be something you are interested in?

(Yes / No / My Zestimate says it's worth xyz)

Great! Then I can send you a market snapshot that outlines the values. To help me with the market analysis, have you done any upgrades to the property? *(sometimes proud homeowners start talking about their upgrades and then invite me in to show the improvements. Always best to get inside the door!)*

What is your email address? Thank you so much! I will definitely be in touch!

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No Listing / No Open House / Meeting Homeowners

Hi there, I'm _____ I will be super brief. I'm handing out the latest comps in the neighborhood. This is a flyer outlining the recent sales in Northlake. I broke it down to the three different tracts. Do you have any idea or interest in knowing what your specific home is worth?

(Yes / No / My Zestimate says it's worth xyz)

Great! Then I can send you a market snapshot that outlines the values. To help me with the market analysis, have you done any upgrades to the property? *(sometimes proud homeowners start talking about their upgrades and then invite me in to show the improvements. Always best to get inside the door!)*

What is your email address? Thank you so much! I will definitely be in touch!