



PFS 101 Activity 4 Just Listed Script

Call or Visit 1 – Day 1

Hi, this is Bill Zeltman from Town Guru Realty. How are you? I don't know if you're aware of this, but one of your neighbors has recently listed their home for sale. The reason for the call [or stopping by] is that I thought you should be aware of what's going on in your neighborhood. It's a lovely home. Let me ask you, do you know of anyone who's looking to buy in the neighborhood?

Also, we expect a lot of buyer activity from this particular house. So we'll have many buyers who, even if they are not interested in this particular home, will be interested in buying in the neighborhood. Do you know of anyone else who might be contemplating making a move themselves?

Let me ask you this: when was the last time you had a market analysis done on your property? Here's why I ask . . .

And then you can go on to explain why it's important to get an updated market analysis.

Voicemail: Hi, this is Bill Zeltman from Town Guru Realty. I wanted to let you know that one of your neighbors has recently listed their home for sale. The reason for my call is that I thought you should be aware of what's going on in the neighborhood and wanted to ask you if you know of anyone who's looking to buy in the area?

Also, we expect a lot of buyer activity from this particular house. So we'll have many buyers who, even if they are not interested in this particular home, will be interested in buying in the neighborhood. Do you know of anyone else who might be contemplating making a move themselves?

If you know anyone looking to buy or sell, or have any other real estate needs, I invite you to call me 609-412-7235, that's 609-412-7235. Again, Bill Zeltman from Town Gurus Realty, I look forward to speaking with you.