



PFS 101 Activity 4 Just Sold Script

Call or Visit 1 – Day 1

Agent: Hi, my name is Bill Zeltman from Town Gurus Realty. The reason for the call [or for stopping by] is I thought you would like to know that we just sold one of your neighbor's homes. Because that house was for sale, it generated a lot of buyer activity in the neighborhood, and we now find ourselves with a lot of buyers who are interested in the neighborhood and very few homes for them. I wanted to know if you knew of anyone in the neighborhood who is thinking about selling their home. This would be the best time for someone to sell or consider selling.

Owner: No, I don't really know of anyone at the moment . . .

Agent: Well, let me ask you this, when was the last time you had a market analysis done on your home?

Voicemail: Hi, this is Bill Zeltman from Town Gurus Realty. The reason for my call is to let you know that your neighbor's house just sold. Because their house was for sale, it generated a lot of buyer activity in the neighborhood, and we still have a lot of buyers who are interested in the neighborhood but very few homes for sale. I wanted to know if you knew of anyone in the neighborhood who is thinking about selling their home. This would be the best time for someone to sell or consider selling. If so, please return my call 609-412-7235, that's 609-412-7235. Again Bill Zeltman from Town Gurus Realty.