



# My Town Gurus

No One Knows Your Town Like A Guru

**MyTownGurus.com**

## **Farming Free Market Evaluation Call Script**

Agent: Hi, this is John Smith from Town Gurus Realty, how are you? I hope I've not interrupted you. The reason I'm calling is I've been sending you information about the market to keep you informed about what's going on in your neighborhood. Have you been getting it?

Owner: Yes, we have. (Whether they say "yes" or "no" doesn't matter. The point is to offer an additional service.)

Agent: Well, one of things I'm also doing for my neighbors is I'm offering a free report called "How to Get the Most Value Out of Your Home." I understand you folks may not be selling right now, but if you ever do, this is a really great report that's good to have in your paperwork at home.

### **Script 2:**

Agent: One of the things that we're offering as a service to the community is a free over-the-phone market analysis. Why we think this is real important is because for most people their home is one of the most important assets that they have. And just as you would do with a stock portfolio, periodically you should get an update on how your investment is doing. So, what we're offering is a simple, over-the-phone market analysis. How it works is I ask you some questions about the house, and then I go back to the computer, do a market analysis, and call you back with the results. Do you have some time for me to do this with you now? Are you interested?"



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## Door Knocking Ideas

- We just listed a new property, and I wanted to let you know about it.
- There's a new house for sale in their neighborhood, and I just wanted to let you know about it.
- Somebody just bought a home in the neighborhood, and I'd like to let you know about the new neighbors and what's going on.
- There's an open house in the neighborhood, and I'm stopping by to personally invite you to it.
- I work in the neighborhood and I was just wondering whether you are registered to vote, and, if not, may I help you with that?
- May I offer to do an updated market analysis for you?
- My company is sponsoring a charity, and I'm wondering whether you would like to contribute to that?
- There's a free report that may help to clarify some concerns you may have about the current real estate market. Would you like to look at it?

## Community Events Ideas

- Community Yard Sale
- Community Cocktail Hour
- Facebook Groups
- Neighborhood BBQ