

Door Knocking Script and Goals

Good morning/afternoon. Mrs. Smith?

→ **Yes.**

Hi Mrs. Smith, my name is (<<YOUR NAME HERE>>), and I'm working with <<YOUR BROKERAGE>>. I dropped by to find out whether or not you received our postcard that helps with the valuation of your home. Did you get a chance to look at our website?

→ **No.**

No problem. It is a very progressive website that determines your home value based upon the prices of other homes in your area that are sold or listed. It also shows you what homes are for sale with information on each. I encourage you to visit the website when you have some time. You can even get a coupon for 20% off a delicious (<<INCERT RESTRANT NAME>>)

[If yes, "Oh great! What did you think about it? Was it helpful for you? Easy to navigate? Understandable? What did you think of your home value? Etc]

I appreciate you taking the time to speak with me. Tell me...

- 1) When do you plan on moving? **(never) Terrific!**
- 2) How long have you lived at this address? **(10yrs)**
- 3) Where did you move from? **Oh that's great! Did you like it there?**
- 4) How did you happen to pick this area? **Excellent!**
- 5) If you were to move, where would you go next? **Really that's exciting!!**
- 6) And when would that be? **(3-6 months) Fantastic!!**

Goal:

1. SCHEDULE AN APPOINTMENT – Close. Close. Close.

"Why don't we schedule an appointment to speak about the true value of your home? It is free and there is no obligation. This will give you a chance to hear about what's happening with the market, see what is currently available, and ask any questions you may have."

At this point ask them "**what day is best for you**"? They need to have both the owners there and if there is only one then just one person there.

"I (<<OR IF YOU HAVE AN ADMEN INCERT NAME HERE>>) will call you to set up an appointment that works best for you guys."

Other Goals:

2. Determine if they want to buy or sell their home.
3. Determine if they are interested in investment property.
4. Do they have any friends or relatives that may be interested in either of above or at a transition time of their lives (this could mean a new child, an engagement, a divorce, kids moving out, etc)?
5. Do any of their neighbors seem ready to buy/sell or at a transition time? **When you get this point turn around and start pointing at the other homes across the street and ask “what about them”? Then point to the next home and ask the same question “what about them”? and keep going till you get done with every home on the block. (you will learn A LOT about the people that live in the area, very very fast)**
6. Once potential referrals determined, get contact information for new clients.
 - a. Get homeowner to call their friend/relative and speak directly about Bob.
 - b. Get permission to use homeowner’s name in the referral.
7. Get their email to put them on online newsletter list. “Would you like to receive our free monthly online newsletter to keep in touch with what’s happening in the marketplace?”
8. Get phone number and Email and any other contact information.
9. Develop a rapport and good relationship with the homeowner. Talk to them. Learn about them. Find out any way you can help them. Promote Bob Rudnick as someone ready to be their portal to the world of real estate in any way that they want or need. Then leave them a door hanger/business card/magnet so that they remember Bob and will call when they are in need of a realtor or hear about someone who needs one.

More questions when asking about selling their home or buying investment property.

- 1. So what is the next step for you? (Investment or moving)**
- 2. What is stopping you at this point?**
- 3. If you found out that it makes sense to do it sooner would you even consider it? What would hold you back from that? No matter what they say (go to next question)**
- 4. That’s exactly why we need to get together.**
- 5. What day is best for you? I have Monday at 11 or Wednesday at 2? (just examples but try to get them to commit right the to a day and time. Follow up with hand written note and confirm meeting.)**