Vacant Home Call Script

Step 1: Make sure you are talking to the owner.

Call and ask for the owner by their first name only:

"Hi, is this ?"

Step 2: Ask if they have a minute.

"I have a quick question for you. Do you have a minute?"

If they say "Yes," continue.

If they say "No," tell them you will call back later and hang up.

Step 3: Determine if they are interested in selling.

"My name is ____. I'm a Realtor here in <u>City Name</u>. Do you own the property in <u>City Name</u> on <u>[Street Name]</u>? [Wait for them to say "Yes.]

I was wondering if you were interested in selling your home with the HOT Market we have right now?"

- If they say "Yes," say: "I can stop by sometime, take a look at the home, and tell you what I might be able to do to help you sell it. What's a good time for you?" (Schedule the appointment and move to step 4.)
- If they say "No," say: "If I ever had a buyer that was interested in YOUR property, would you consider selling it to them?" (Try and determine if you should follow up in the future.

Step 4: Get more information to help you prepare for the appointment. Ask the following questions and note the answers.

- "If you were to sell, how soon would you want to sell the property?"
- "What is the reason you are considering selling this property?"
- "Do you have any idea what kind of price you want for the property?"