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Prospecting Equity Script

»» To be used when prospecting a property owner regarding equity.

[Equity version 1]

"Hi <Client Name>/Good Morning/Afternoon, there has been some BIG changes in price recently with properties in your area. With some properties seeing high percentage returns in the past 6 months! Is it time to check how much your sale price has changed?"

[Equity version 2]

"Hi <Client Name>/Good Morning/Afternoon, not too sure you were aware but <Suburb> has recorded some record prices in the last few weeks, interested to know how much it will change your equity?"

[Equity version 3]

"Hi <Client Name>/Good Morning/Afternoon, there has been a development application lodged on <Street name> Would you like to know what impact this might affect your home's equity?"

[Equity version 4]

"Hi <Client Name>/Good Morning/Afternoon, it's <Agent Name> from <Agency Name>, not too sure if you had heard the latest interest rate announcement, this is going to have a big impact on our market, were you interested to see what might be happening with your home's equity?"