

SCRIPT: DOOR-KNOCKING

Door-knocking is a great strategy for finding leads and homeowners looking to sell. While door-knocking may seem intimidating at first, having a real estate prospecting script memorized can help you gain potential clients' confidence so that they work with you to sell their property. Follow this script when door-knocking:

YOU

Hi, my name is (name) with (company), how are you today?

I'm doing well, how are you?

OWNER

YOU

Great! I wanted to give you a quick update on the real estate market. Last month, we sold (X) homes, with (X) selling above the asking price. Were you aware of this?

No, I wasn't aware.

OWNER

YOU

Right now, we have more buyers than properties for sale. Are you interested in selling?

This is just one of the many real estate prospecting scripts you can use when door-knocking. Just make sure to modify it to your needs to appeal to your potential client.

*Scripts provided are meant to be a template for a conversation. Before using any script, the user must observe any city ordinance on door-knocking and other activities; verify they are not violating any Do-Not-Call, Do-Not-Text, or Do-Not-Email lists to solicit, or any activity under the Telephone Consumer Protection Act; follow all of your MLS' rules, including but not limited to, not using information obtained from the MLS to solicit sellers; and ensure that user is not interfering with any exclusive relationship with another REALTOR®.



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