**Circle Prospecting Script**

Hi, HOMEOWNER. This is Bob with ABC Realty. I have created a CMA, also known as a “Comparative Market Analysis” for a home in your neighborhood and I used your house as one of my comparables.Would you like a copy of your homes valuation report or shall I just toss it?(SERVICE call not a SALES call)Ok, Great! What’s your best email and I’ll send it over. I will follow-up tomorrow and answer any questions you may have. Enjoy!  
  
Think Service Call

**Email Template Sending CMA**

Hello Sally:I hope this email finds you and the family well and you’re having a good start to 2022. I wanted to reach out with some amazing news about your home. As you may know, home prices in Seattle, WA area have increased in the last 12 months by 18-25% (some areas even more). I know… it’s hard to believe. What a great investment your home has become.As a special “gift” I have prepared a market analysis of your home to show you just how much your home has appreciated in value. This analysis is much more accurate than anything you may use online (like Zillow). I know you are going to be very happy when you look at the numbers and I hope it puts a smile on your face. I’ll call you in the next 24 hours to answer any questions that you may have.Look forward to speaking with you,Bob

**Call Script following up to Circle Prospecting or Database**

“Have you heard about this real estate market and prices (Yes… heard it’s great)What if I told you your property increased in value 18-30% in the past year… would that change your position around selling at the TOP, before the market corrects?

SCRIPT: Do you have a “make me move” number in your head? A number so crazy, you would pack up and consider selling now? (Maybe-It depends)Where would you go next? Would you travel, rent or stay with family?I have an idea…why don’t I do some research on your house and confirm what we could realistically sell it for. I know you’re not ready now…but let’s at least get all the facts in front of us.So… what does your week look like for me to stop by (Alternatives time/location options)

**Text Script to Database**

Hey Sally, Hope that you and the fam are well. The real estate market is (bananas or fire emojis) in case you haven’t heard, and prices have really risen this year. Curious about the increased value of your home? Thanks, Bob

**Focus on a Listing Appointment a Day  
  
Imagine your business producing 1 listing per day**