

**PHONE ATTACK FARMING SCRIPTS  
FOR SCANNING THE NEIGHBORHOOD AND TAKING SURVEYS**

CALLER:

Hello.

DANIELLE:

Hi Geri, this is Danielle Kennedy from Sunrise Real Estate. I've been dropping you information for quite a while. One quick question, what do you think?

CALLER:

Uh, well, what are you talking about?

DANIELLE:

What do you think of our reputation in your neighborhood? Do you read the newsletters and information I send you?

CALLER:

Well, quite frankly I work and a lot of times I just throw the stuff out.

DANIELLE:

Oh, don't do that. Your property is your most important investment. You wouldn't throw out your statement of interest from the bank would you?

CALLER:

No. Why?

DANIELLE:

Well, the information that I send keeps you posted on the latest value trends in your neighborhood. You may discover, you're making money on your home.

CALLER:

Well, probably. It's just that you give out so much junk.

DANIELLE:

Oh, it only looks like junk to you. To us it's valuable tips we've put together free to help homeowners. This community has really been awfully good to me personally and it's my way of saying thank you, so at least read it before you throw it out, Geri.

CALLER:

Okay.

DANIELLE:

Thank you.

**REMEMBER TO FOLLOW UP WITH A NICE THANK YOU NOTE!**

## **PHONE ATTACK SCRIPT FOR RECENT SALE FOR THE FARM**

Everybody talks about Real Estate over the fence or at a community cocktail party. Recent sales are great telephone conversation. Check the rules for your local area and then try this ice breaking phone attack:

**CALLER:**

Hello.

**DANIELLE:**

Hi, Mrs. Betz. This is Danielle Kennedy from Acme Real Estate. You probably noticed a sold sign up the street. Our company represented the folks involved in that sale. You'll have new neighbors probably in about 60 days. Are you folks planning on staying put in your home for a while?

**CALLER:**

Yes, we aren't moving, and say Danny, out of curiosity, What did they sell that place for?

**DANIELLE:**

Well, frankly Mrs. Betz, I'm not at liberty to give out that information yet. After the closing, we can make it public notice for comparable files. But I will tell you that the owners were pleased! If you want to know accurate prices of other closed sales in the neighborhood, I can send or drop off a computer print out. Are you interested?

**CALLER:**

Oh yes!

**DANIELLE:**

**GREAT!** Let me make sure I have your right address.

**NOTE:** This is a great way to handle an ethics question on seller price disclosure, but keep the caller interested. Check your local Board of Realtors to find out if the price can or cannot be given out before the closing or recording, in most cases it should not be revealed.

***SURVEY SCRIPT FOR "FARMING", "TELETHONS", ETC.***

DANIELLE:

Hi, this is Danielle Kennedy with Valley View Homes. I am conducting a survey to update our records. Am I still speaking to Roberta Miller at 234 Harbor Drive?

CALLER:

Why?

DANIELLE:

Well, part of the public service we provide is knowing the changing values of homes in the neighborhood and the people that are moving in and out of those homes. That way we can send newsletters and updated information about the community, I don't know if you have spoken to a Real Estate agent from our company before, but we're updating our records and if you have any Real Estate questions you'll know who to call from our particular area.

CALLER:

Okay. Sounds fine.

DANIELLE:

So, am I speaking to Roberta Miller?

CALLER:

Yes, you are.

DANIELLE:

So, you're still at 234 Harbor Drive?

CALLER:

Yes.

DANIELLE:

Thank you very much for talking to me.

CALLER:

You're welcome.

*NOTE:* Often times, this gets the ball rolling. That's the whole purpose of the calls: to search every place we can for a prospect. That's also why keeping our name tags on everywhere we go is so effective too.