

# PREMIUM GROUP REALTY

Door Knocking

2019



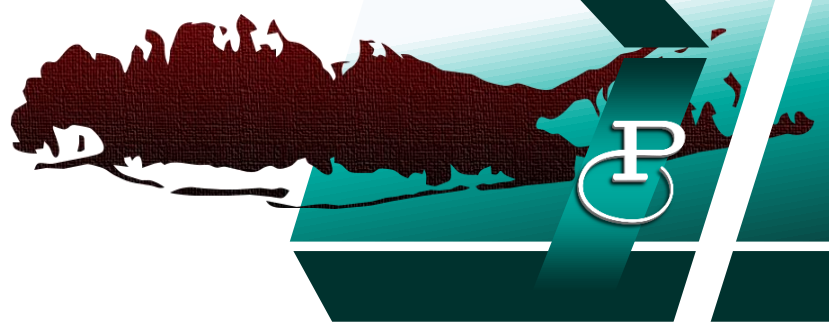
What You Say Matters





# DOOR KNOCKING

# DOOR KNOCKING ZILLOW



## EMAIL IDEAS FOR MAKE ME MOVE

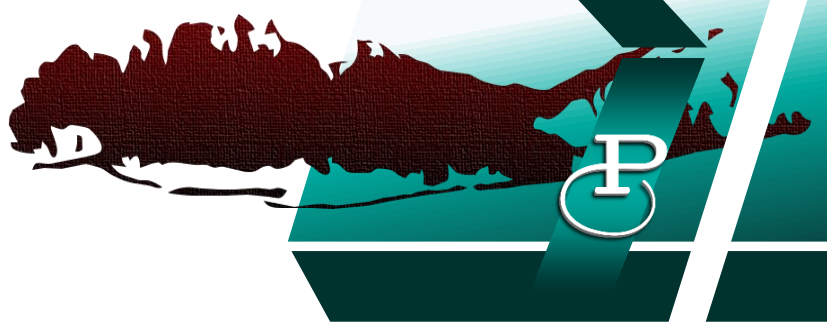
To:  
Cc:  
Subject: **Best Selling Market in 5 Years**

I came across your home on the 'Make Me Move' section of Zillow. With the summer market right around the corner and interest rates around 4%, this promises to be one of the best-selling markets in the last 5 years. I would like the opportunity to speak with you about your goals to sell your home. Please call or email me at your earliest convenience.

To:  
Cc:  
Subject: **Placed in Escrow in \_\_\_\_\_ Days**

I came across your home on the 'Make Me Move' section of Zillow. I recently listed a home in your neighborhood and placed in escrow in \_\_\_\_\_ days. I would like the opportunity to speak with you about your goals to sell your home and how you can take advantage of today's seller's market. Please call or email me at your earliest convenience.

# DOOR KNOCKING ZILLOW



## EMAIL IDEAS FOR MAKE ME MOVE

To:

Cc:

Subject: **Sold for \_\_\_\_\_ % Over Asking**

I came across your home on the 'Make Me Move' section of Zillow. I recently sold a home in your neighborhood and it sold for \_\_\_\_\_% over the asking price with multiple offers. I would like the opportunity to speak with you about your goals to sell your home and how you can take advantage of today's seller's market. Please call or email me at your earliest convenience.

To:

Cc:

Subject: **RSVP: Mega Open House at \_\_\_\_\_**

I came across your home on the 'Make Me Move' section of Zillow. I would like the opportunity to speak with you about your goals to sell your home. I am hosting a MEGA Open House on my new listing at \_\_\_\_\_ and I would love it if you could stop by for the private neighborhood preview from 11:00-12:00 on \_\_\_\_\_. If you would like to connect with me before the MEGA Open House, please call or email me.

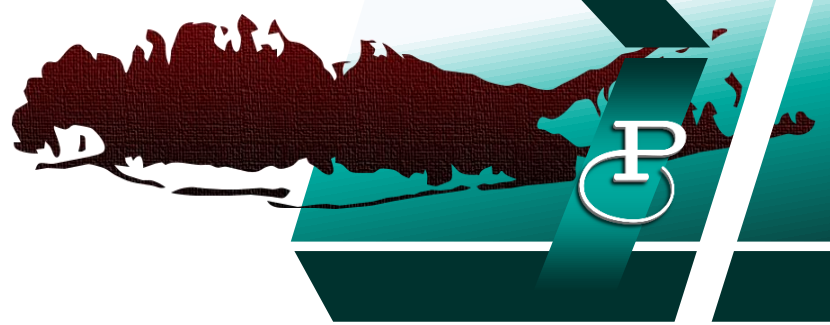
To:

Cc:

Subject: **More Than \_\_\_\_\_ Offers On Your Neighbor's House**

I came across your home on the 'Make Me Move' section of Zillow. I recently represented a buyer on the sale of a home in your neighborhood and it had over \_\_\_\_\_ offers on the property. I would like the opportunity to speak with you about your goals to sell your home and how you can take advantage of today's seller's market. Please call or email me at your earliest convenience.

# DOOR KNOCKING ZILLOW

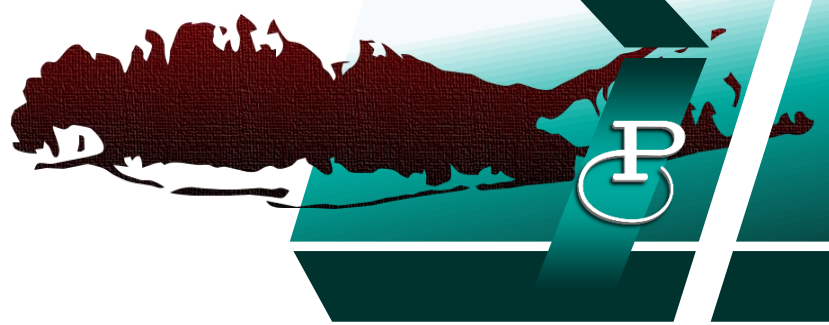


## DOOR KNOCKING OR CALLING DIALOGUE

Hi, I'm \_\_\_\_\_ with Premium Group Realty and I'm calling (stopping by) today because I noticed that you had your home listed as Make Me Move on Zillow. Because I work with so many buyers from Zillow ... I was wondering ... If I could set a time to look through your home to see what buyers, I have that would be interested. (Or could I take a minute now?)

- 1      How long have you had it on Zillow? (Terrific)
- 2      What made you decide to put it on there? (Excellent)
- 3      When you ... sell your home ...
- 4      How soon would you like to be there? (Great)
- 5      How did you determine the price of your home?
- 6      Have you had any offers on your home yet? (Really)
- 7      It's interesting your home has not sold. I (my team) have already sold \_\_\_\_ this year and averaging \_\_\_\_ % over list price.
- 8      If you are serious about being \_\_\_\_ within the next \_\_\_\_ month's then let me show you briefly what I do to get home sold in this area.
- 9      Let's meet for 10-15 minutes so that I can take a look at the house and we can figure out exactly what it will take for it to sell.
- 10     What would be better for you \_\_\_\_\_ or \_\_\_\_\_?

## DOOR KNOCKING ZILLOW



## DOOR KNOCKING DIALOGUE

Hi, my name is (name) with Premium Group Realty, how are you today?

- 1 I wanted to give you a quick update on the real estate market, last month in (city/ town/community/building) we had (#) sales, of which (#) sold above asking price ... were you aware of this?
- 2 And ... we have more buyers (#) then properties for sale (#) ... So I was curious, have you had ANY thoughts of selling?
- 3 Do you happen to know anyone who has had thoughts of selling?
- 4 Thanks so much, if I can ever be of service, here my card/contact info ... have a great day!

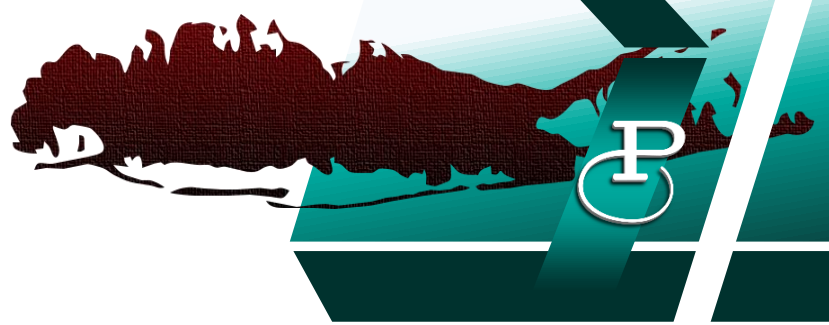
## HOT MARKET TEXT DIALOGUE

Hi (name) ... (something personal) ... I was thinking about you because home prices in (hyper-local) are still increasing. Interested in your home's new value?

Sure, sounds great.

Wonderful I'll put together your home's value. Have you done any upgrades? Once it's ready let's meet for coffee to go over the evaluation, okay?

# DOOR KNOCKING YOUR FARM



## YIKES DOOR KNOCKING DIALOGUE

**Homes for sale** - Hi, I'm (Name) with Premium Group Realty how are you today?

- 1 I'm stopping by to let you know your neighbor's home at (address) just sold with multiple buyers writing offers ... did you hear about that? And I was curious ... have you had any thoughts of selling your home?

(If yes) Wonderful ... I know our clients would love to see the home... (Qualify for their motivation)

(If no) I understand ... it's a very desirable neighborhood ... I promised the buyers I would ask ... would you happen to know anyone who's been thinking of selling?

Thanks so much ... if you ever change your mind ... here's my card. Have a nice day!

**No Homes for Sale** - Hi, I'm (name) with Premium Group Realty how are you today?

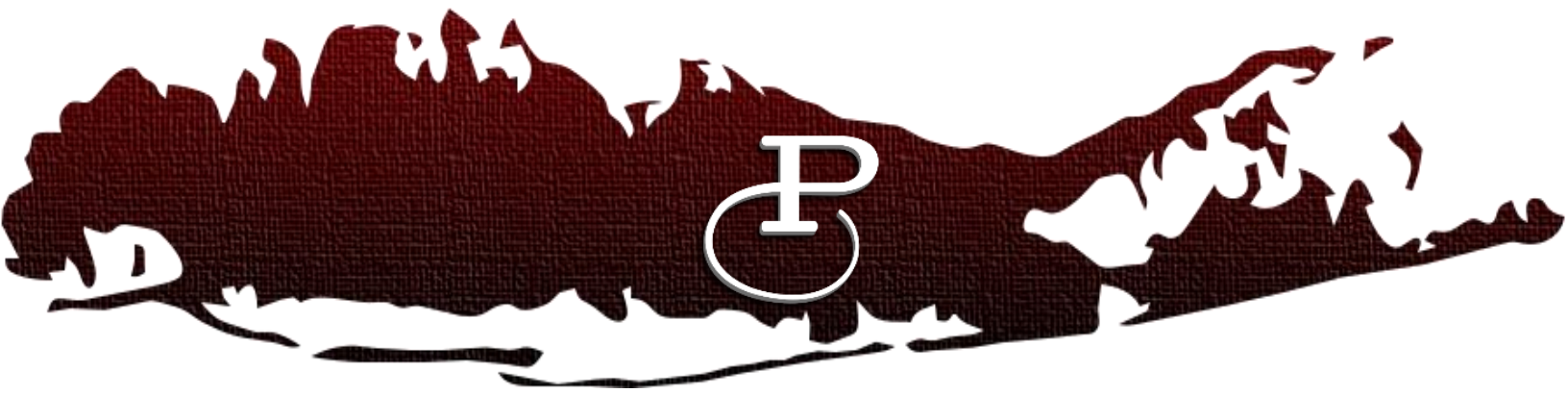
- 1 I'm representing some clients who really want to live/own in your neighborhood ... and there's no homes for sale ... Do you happen to know ANYONE ... who's had any thoughts of selling?
- 2 How about yourself ... have you considered making a move? (If yes) Wonderful, I know our clients would love to see your home ... (Qualify for their motivation) (If no) I understand, it's a very desirable neighborhood ... I promised my clients that I would ask ...
- 3 Thanks so much... if you ever change your mind ... here's my card. Have a nice day!

[illegible]



# PREMIUM GROUP REALTY

Committed To Excellence



Long Island • New York  
Nassau • Suffolk • Queens • Brooklyn