

THE JUST LISTED SCRIPT

Hi, this is _____ with _____ ... I (my company) just listed a home for sale over on _____ ... it has _____ bedrooms and _____ baths ... and it's listed at \$ _____ ...

1. And ... I was wondering ... who do you know that would like to move into your area? (No one) Fantastic!
2. I appreciate you taking the time to think about it ... tell me ...
3. When do you plan on moving? (Never) Terrific!
4. How long have you lived at this address? (Ten years.) Great!
5. Where did you move from? (LA) Good for you!
6. How did you happen to pick this area? (Job transfer) Excellent!
7. If you were to move ... where would you go next? (Back to LA) That's exciting!
8. And when would that be? (Three months) Fantastic!

Only go forward if they say three months or less!

9. Obviously ... you realize it could take one to three months in this market to get a home sold ... did you know that? (No) Terrific!
10. So ... my question is ... do you have to be sold in one month ... or do you want to start selling at that time? (Sold) Wonderful!
11. Fortunately ... to get you one step closer to (LA) ... all we need to do now ... is simply set an appointment ... so I can help you get what you want ... in the time you want ... won't that be great? () Fantastic!
12. Which would be better for you ... Monday or Tuesday at 4pm?