Hi \_\_\_\_\_\_, my name is \_\_\_\_\_\_\_\_\_\_ with Keller Williams Realty. Your name was given to me by a close friend of both of ours, (*Referrer’s name*), and he/she said that I should give you a call. Is right now a good time to talk for a couple of minutes? Excellent!

(*Referrer’s name*) said that you were thinking about (*buying/selling*) a house in (*time frame*) and asked if I would give you a call. *He/She* and I both want to make certain that you are in great hands and that you have the very best, so that’s why I’m calling.

OR

Hello \_\_\_\_\_\_\_\_\_, my name is \_\_\_\_\_\_\_\_ with Keller Williams Realty and (referrer’s name) gave me your number and asked me to call right away.

I’m a real estate agent here in (city name) and (referrer’s name) who is a (friend, past client, family member) of mine said you were looking for a great agent to help you achieve your goal of buying/selling a home.

How may I best help you at this time with your real estate needs?

*If they are buying*

Have you seen anything you like thus far? Great!

Are you working with any other agent? No? That’s good.

*The best way for us to proceed forward from here is to s*it

*If they are selling ...*

When are you planning to move?

Have you listed your house with another agent? No? Excellent!

*Continue ...*

The next step is for us to get together. I can answer all your questions and explain how the entire process works. It will only take about 20 minutes. Can we meet today or would tomorrow be better for you?

*If no thanks ...*

I understand. Just so you know, I have a wealth of interesting and timely information about the real estate market in your area, and I’d love to send it to you. Let me make sure I have your current email and address.

And do me a favor, please. If you hear of someone with a real estate need, will you keep me in mind? Great. And, after you download the app and try it out, send me a text and let me know how you like it. I’d appreciate that. Thank you for your time today, and please let me know if there is anything I can ever do for you.

Other things…

So \_\_\_\_\_\_\_\_\_ (name), what I heard you say was \_\_\_\_\_\_. Is that correct?