



# Word for Word

<Cold Calling: SAMPLE 1>

Hello, my name is \_\_\_\_\_ with Sellstate Realty.

We are in the process of increasing our listings in your neighborhood,  
May I ask you a few brief questions?

IF NO, (“Thank you for your time” - and hang-up)

IF YES (Continue)...

Thank You

Are you considering selling your home at this time?

**(If ‘yes’ see below – If ‘no’ ... next question)**

Do you think you may need to sell in the near future?

**(If ‘yes’ see below – If ‘no’ ... next question)**

Do you know anyone who is planning on selling their home?

**(If ‘yes’ see below – If ‘no’ ... see ‘no’)**

**If all responses are “NO”, thank them for their time and hang up...**

**If ‘yes’....say:**

I would like the opportunity to show you some of the proven marketing techniques Sellstate Realty has to offer. Would it be convenient to stop by this evening at 9 or would tomorrow morning be better for you?

When you get the appointment confirm the name and address and be sure they know your name... (Ask them to write it down)

# Word for Word

<Cold Calling: SAMPLE 2>

“Mr. / Mrs. Homeowner, this is \_\_\_\_\_ with Sellstate Realty.”

“I’m calling to see if you are considering selling your home?”

YES or NO

**If YES** = “I’d like to show you the latest marketing techniques to help sell your home for the best price; would 7 or 8:30 be better to meet with you?” Confirm name/address and appointment time. “Thank You”

**If NO** = “Do you know of any neighbors that are considering selling?”  
~OR~  
“Do you know of anyone who is thinking of buying or selling?”

YES or NO

If YES = Get name/address/phone and thank them for the referral.

If NO = Thank them for their time.

<These scripts are formulated to ask leading questions to homeowners with specific YES/NO responses. The intent of asking the questions is to get an appointment at the home so you can close the sale in person. These scripts are only samples and are designed to give the real estate agent the fundamental scripting language necessary to develop the skills and abilities for cold calling.>