Good Neighbor Script

Hello, my name is Bubba Mills and I am with Bubba Realty. I wanted to come over and introduce myself to you, because tomorrow my sign is being installed at 123 Main Street.

As you know the property is vacant and we both know that a vacant property has a higher risk of vandalism than an occupied property, so I want to give you my business card* (See business card comments below) and let you know that I am available 24 hours a day if something happens at the property. Of course if a crime is happening, call 911 first, but immediately call me after you talk to the police.

Make sure that you call me if you see a broken sprinkler, vagrants hanging around the property or if you see anything wrong with the property.

I live in this community and I care about your neighborhood. There are several kids in this neighborhood and you probably have kids also, so I want to make sure that everyone is safe. My job is to sell this property for its highest value, with the least amount of risk, because one day that property will probably be a comparable sale to your house, so help me keep the property and this neighborhood safe.

Give them your Neighborhood Stabilization Business Card and walk away.

As you can see, this is called a Soft Sell. You mentioned every trigger point that a consumer wants to hear; Community, Neighborhood, Kid's and Value.

Door hangers or mailers are not as effective in these types of situations; go back to when you started in this industry and Knock on the door.

*Do not have REO Specialist, CFK Specialist, and Eviction Specialist on your business card. You have to have a separate business card for consumers, which show your value to community.

Schedule an Open House and invite the neighbors to show the before and after pictures of the property. Give free Hot Dogs and Water….. Trust me; the referrals will start coming in.