Just Listed + Open House Script

Hello is this Mary?

Hi Mary, this is [my name] & this is just ***a quick courtesy call***. As you may or may not have noticed, we just listed the property at [123 main St], you know Frank that lives around the corner there? ***He had asked me*** to give all the neighbors a call and let them know that his property came on the market and the price is $[389,000].

He also wanted me to let you know that we are hosting an open house this weekend. Sometimes the neighbors like to see what improvements have been done to the property and sometimes neighbors want to choose their own neighbors so I want to personally invite you to come over to the house on Sunday between 1 and 3. I'll have cookies and milk and snacks, special requests are accepted. I'd like to invite you to come see us. Do you think you are available on Sunday?

(I'm Busy Sunday)

Well if we do it again I'll be happy to invite you if you want. Mary, let me ask you ***one more thing*:**

A lot of times when people go see homes like Franks, see Frank's is a 3 bedroom house, with about 1500 square feet. Sometimes people want a smaller home or a larger home yet they still want to be in this neighborhood.

If I found a buyer that wanted to be in the neighborhood and Franks' house wasn't exactly right for them, *do you know anyone else in the neighborhood* that is not currently on the market that would want to sell their home?

Pause, I'm not sure. I think the lady next to us is….

Source Ben from Active Rain / Market Leader