

just sold blueprint

This blueprint is Alicia's guided outline to build your cold calls from when you are calling about a property that just sold. Ideally, these would be your own closings, but this blueprint works for you calling about other closed inventory as well!

the call...

intro

Hi, (OWNERS NAME) ? This is (YOUR NAME) from (YOUR BROKERAGE)

interest generator & WHY it is important to the person you are calling (pick 1)

I just sold a property at (PROPERTY ADDRESS), and wanted to make sure you heard about it directly from me.

*1 Sentence Pitch about the Sale, **MUST** include what you believe to be the **BEST** benefit you created:*

Ex. It is a fully renovated 4 unit property with an owners unit delivered vacant, and through strategic pricing and marketing campaigns, I was able to obtain a buyer at 5% higher price per square foot than any other recent trade.

open ended ? #1

open ended ? #2

CLOSE

That's a great reason for us to get together! Would you like to meet on (MEETING OPTION 1) or (MEETING OPTION 2), to discuss the great market and how we can help you?

open ended ? #3

ONLY IF THEY DID NOT TAKE THE MEETING!

CLOSE #2

That's exactly why meeting WITH ME is an important next step! Would you like to meet on (MEETING OPTION 1) or (MEETING OPTION 2), to discuss how this closing impacts your real estate and goals.

questions for just sold blueprint

Who	Who have you worked with in the past to sell or buy real estate?
Who	Who do you know that may be interested in a conversation with me?
Who	Who do you think the best buyer for your property is?
What	What questions do you have about the current real estate market?
What	What are your plans with your property?
What	What would you like to know about this transaction, and the market?
When	When did you last look at the value of your real estate?
When	When did you last meet with a real estate agent?
When	When do you think you will be ready to explore the real estate market?
Where	Where are you most interested in investing/buying?
Where	Where do you think we are in the current market cycle?
Where	Where are you currently studying the real estate market?
Why	Why do you feel that way?
Why	Why are you not interested in hearing about the market?
Why	Why are you waiting?
How	How can I best help you accomplish your goals through real estate?
How	How often do you receive offers on your property?
How	How do you think this property selling will impact your real estate?

Remember, your questions should be engineered to GUIDE you toward a closing. Plan ahead, and identify 2 questions that no matter what their answer, you think will give you an authentic reason to meet with the owner. Planning ahead will make getting meetings over the phone easy!