

Name 1 _____ Cell _____ Email _____

Name 2 _____ Cell _____ Email _____

Price point _____ Has a house to sell Y N Been looking since _____

Goal for move date – nothing established 60-90 days other _____ Current address _____

Vignette #1 open with a question

1. Welcome thanks for coming – here is the property flyer – have you all been looking for a few weeks...a few years?
2. Wonderful – many people coming thru the open house are neighbors – do you all live in the neighborhood?
3. This is listed at \$x, is that about the price point you are looking in?

YOU WANT TO FIND OUT THESE ANSWERS IF POSSIBLE

4. Have you been given the "Off- Market" property list? It contains a list of sellers off the market; but, some are still willing to sell.
5. Interest rates are about 4% or so have you had a chance to meet with a lender or refi lately? Y N Receptive to mine
6. Can I ask you how long have you lived in your current home? _____
7. There are a few open houses today, have you made it to the one on _____, or is this only one you have seen so far?
8. I don't want to step on anybody's toes...can I ask... have you been looking mostly on your own or with a particular agent?

Vignette #2 – CLOSING QUESTIONS. This is the transition to the set the appointment

9. Give packet "here are five homes for sale in the immediate area with 3 different brands.)... this first one is also a 4 bedroom and is a 3 car have you been inside that?
10. By the way if I found a property that sounds like it meets your needs, would it be ok if I emailed that to you?
11. I know time is limited do you look mostly on weekends or during the week... (tells you if they could be going out with another agent)

Post Open House

Decide right now! I will follow up with this potential client yet today! YES NO

THE PUBLIC IS OFTEN SHOCKED AND IMPRESSED WITH A PERSON THAT FOLLOWS UP!