  
 CREATED BY GUERILLA REALTY

**Just Sold Script**

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| **Author:** | **Scenario:** | **Impact:** |
| Mike Ferry | Cold Calling | High volume, low yield |

**Setting the Stage**

Classic “Just Sold” script for connecting with potential new listings. For a real estate professional, prospecting is all about talking to as many people as you can, and one of the highest volume lead sources out there are geo leads. You’ve maybe heard them referred to as just listed / just sold campaigns, neighborhood searches, or circle prospecting. The concept behind geo leads is providing you with phone numbers for hundreds of properties in a given territory to help you create your own farming areas.

**The Script**

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| **ME:** | Hi, this is (My Name) with (Company) … I (or my company) recently sold a home in your area over on Elm St … it has *X* bedrooms and *Y* baths … and it sold for [Actual Sale Price]  We know when someone sells a home … usually two more sell right away … So I was wondering …  1. When do you plan on moving? (Soon/Next Year/Never) Terrific!  2. How long have you lived at this address?  3. Where did you move from?  4. How did you happen to pick this area?  5. If you were to move, where would you go next?  6. And when would that be? |
| **PROSPECT:** | (Only go forward if they say 3 months or less!) |
| **ME:** | 7. Obviously … you realize it could take 1 to 3 months in this market to get a home sold … did you know that? <em>(No)</em> Terrific!  8. So … my question is … do you have to be sold in 1 month … or do you want to start selling at that time <em>(Sold)</em> Wonderful!  9. Fortunately … to get you one step closer to (LA) … all we need to do now …is simply set an appointment … so I can help you get what you want … in the time you want … won’t that be great? ( ) Fantastic!  10. Which would be better for you … Monday or Tuesday at 4pm? |
| **PROSPECT:** | Ummm Monday. |

**About the Author**

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| **MIKE FERRY** | Mike Ferry is well-known in the industry as one of the top real estate coaches particularly when it comes to scripts, prospecting, and all things building your business through relationships.  You can find more stuff from them at [mikeferry.com](http://www.mikeferry.com) |

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