

# Meaningful Homeowner Connection

What to say, when to say it and why  
by [offrs.com](https://offrs.com)



## Important Fundamentals

# 01

- a. Approach
- b. Recognizing the power of your Sphere
- c. Conversion marketing 101
- d. Crafting clear Calls to Action
- e. Delivering value-laden drop-off materials

## Scripts, Scripts & More Scripts...

# 02

- f. Cold, warm & hot in-person drop-by scripts
- g. Cold, warm & hot call scripts
- h. Cold, warm & hot voicemail scripts
- i. Cold, warm & hot email scripts
- j. Cold, warm & hot letter scripts
- k. Cold, warm & hot direct mail scripts
- l. Cold, warm & hot social media scripts
- m. Warm & hot text scripts

## Bonus Material

# 03

- n. Connecting with neighbors
- o. Connecting with referrals
- p. Connecting with past clients
- q. Communicating as a team
- r. Re-establishing broken connections
- s. Wrap-up

01

**Important Fundamentals**



# Approach

## How these scripts should be leveraged

Today's homeowner is bombarded with bad messaging - pure and simple. It comes at them from every angle and in every tone. That said, homeowners still have legitimate questions and will still benefit financially and emotionally from a solid, trusted relationship with a real estate pro that is looking out for their household's best interests.

True connection is required to break through all the noise and this is evident in the quality of traditional referral leads (which leverage trust from the start). Creating and ultimately leveraging social equity - namely trust and value - is a central foundation for the scripts and subtle conversion methodologies below.

**Our approach is this:** building and maintaining relationships that last the test of time (farming). If you typically jump in for the close, straight out of the gate, you're risking any built-up trust on an assumed value on your part. Even if you deliver that value in the moment, you may have lost the long-term relationship. This is a golden egg at the expense of the golden goose moment.

With this in mind, these templates are for connecting, then demonstrating **trust** and **value**. However to **be valuable** and to **remain trustworthy**, they require you to be present with your prospects... long before they become clients in the moment and long after you've helped them reach their active goals. Use these scripts to start the ball rolling, but then be present for the conversation.

**A quick note about the formatting:** *The following scripts were formatted to fit this space and the collection as a whole. You'll need to format them, adding the necessary "Hi Tom" or "Good morning, Sue" in order for these scripts to make sense. You will also want to space the scripts out a bit (in the case of letters, emails and the like). Make it easy to consume. We encourage editing and moving around of content. Make it yours! Let's explore...*



# Sphere

Recognizing the power of your sphere

Out of all assets you've gained and skills you've acquired as a real estate professional, your sphere is the most important by far. Why? Because you most likely came here with it in hand and it is irrevocably attached to you (your core brand). With all efforts to build your business, you're essentially seeking to move people you don't yet know into your sphere. Also, pointedly called your sphere of influence, your sphere is where most action will take place. Why? Because **your sphere trusts you**. We'll go into that later, but for now, let's look at who this group is:

- **Friends**
- **Family**
- **Neighbors**
- **Peers**
- **Clients**
- **Vendors**
- And so on...

Essentially anyone you know on a first-name basis and/or those with whom you have first-level access. A good test to see if a contact is in your sphere is to ask yourself **"Would they pick up the phone if I called?"** When reviewing the scripts below, keep in mind that conversations with those in your sphere and those out of your sphere will be very different and not just contextually. They'll have different tones, different language, different calls to action and may even require entire different channels of communication to deliver the same messaging (such as email versus texting).

**TIP:**

*Don't underestimate your sphere. If you don't "A.S.K" you won't "G.E.T." It's not your sphere's responsibility to keep up with the current state of your business. If you're helping homeowners, then remind your sphere (often).*



# Farming

## Conversion marketing 101

You may have heard a lot about farming, but likely haven't employed it yet (at least not at scale). Don't feel bad - this is the case for most agents struggling to balance their day-to-day operations. Often, the reason for this is three-fold... **farming takes planning, farming takes resources and farming takes time**. And while these may seem somewhat prohibitive at first, implementing an effective farming strategy can grow, stabilize and even simplify your business for the long-run (if you employ consistent processes). So what is farming? Put simply, farming is establishing and maintaining relationships...

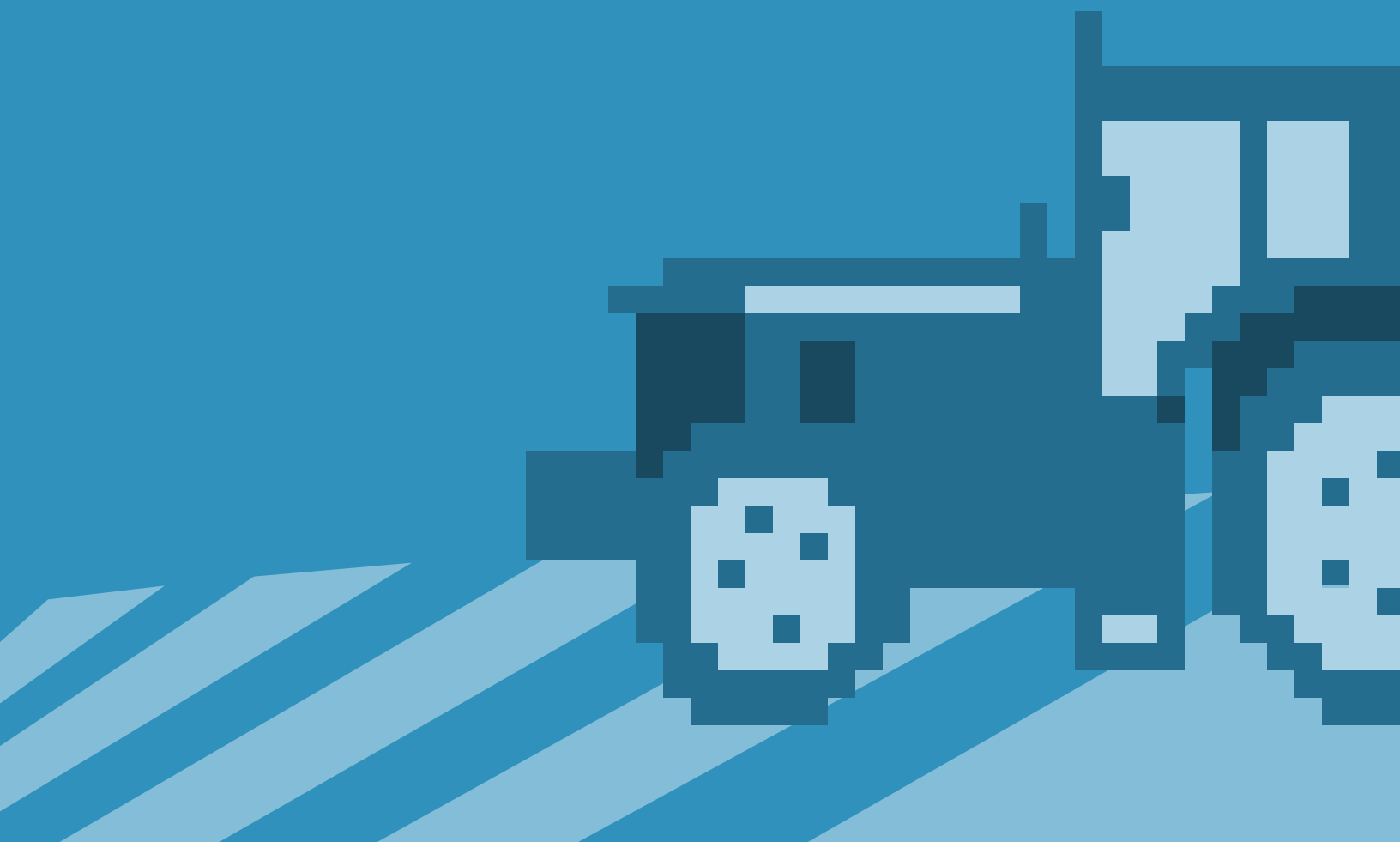
- **Plant:** Establishing relationships far in advance of leveraging them for your business (aka planting the seeds ahead of season).
- **Water:** Maintaining relationships with micro-interactions and consistent monitoring of the needs of each contact over time (aka watering the growing plants).

Farming is central to all of the scripts here and it's important to understand why, because you'll be the one delivering them. The hard truth is that today's homeowner doesn't trust you - even if they never met you. You are going into semi-hostile territory and if you charge in for the immediate sale, you'll only reinforce their mistrust. These scripts and our methodologies are rooted in being **real** and maintaining **real** relationships which take time. **But... if done right, they reward exponentially.**

**TIP:**

*The secret to farming is consistency and patience. There's never "down time" on a farm, and similarly, you should always be busy making the rounds and tending to weekly and/or daily communication with your leads.*

*Our methodology is rooted in farming... building and maintaining real relationships which take time to establish and grow. The good news is that these relationships can reward exponentially.*





# CTAs

## Crafting clear calls to action

It's best to think of a Call to Action as a sort of client story where you're "driving" the homeowner through an experience (at the end of which, is really only **one actionable choice**). Like a gift shop at the end of a theme park ride, you may have a choice whether or not to buy, but your only exit off the ride **was through that gift shop**. Crafting a clear CTA is as simple as removing all distractions from the action you want them to take. Less is more. Let's look at some simple mistakes in CTAs.

- **Right agent, wrong product:** You sold them on you being the gal/guy to sell their home, but they're not selling their home right now. Meanwhile "the other guy" just sold them on a "free information packet" that had nothing to do with the sale of their home and boom... your competitor just swooped in and grabbed your lead from under you.
- **Right message, wrong format:** You blasted out an amazing call campaign, but your CTA was a super-long website ([www.YourAmazingRealEstateSpecialist.net/Call-Campaign-3](http://www.YourAmazingRealEstateSpecialist.net/Call-Campaign-3)). Remember, they just listened to you ramble that off over the phone. If your CTA was intended to demonstrate effective marketing skills, you just failed.

We could go on and on with these sorts of examples, but in short, a CTA isn't just "Act now" but "Act now, by doing this over here." **Your message has to be simple, but it should also be well-thought-out.** The best Calls to Action will be the only thing you remember 15 minutes after engaging with the CTA campaign.

### TIP:

*It's a common mistake to have the same CTA across multiple campaign marketing channels (email, print, radio, etc.), but CTAs need to adjust to each medium. Place yourself in your client's environment, then tailor each channel's CTA to fit that scenario.*





# Swag

Delivering value-laden drop-off materials

Go on, admit it... you love it. Okay, okay... even if you don't, most do. SWAG ("Stuff We All Get") may have become synonymous with cheap trinkets, but more often than not, these marketing materials remain on the desks of those who have taken them in (proving their value over time). SWAG, however, is deceptively multi-faceted and to really be effective with your brand messaging, you would do well to consider the message that you're **actually sending**. Let's explore...

- **Gag SWAG:** a quick, humorous item that somewhat laughs at itself. The message here is "I have a sense of humor. I'll make this transaction light and easy."
- **Utility SWAG:** a useful tool like a tape measure or screwdriver with your name, etc. The message here is "I'm here to help with real problems when they come up."
- **Perishable SWAG:** a plant, fruit bowl or item requiring attention. The message here is "I'm able to care for things and I'm here to make your life more comfortable."
- **Ego SWAG:** a photo of you, a stack of your flyers "for their friends and family" and so on. The message here is "I believe in my skills and my record of success."
- **Junk SWAG:** Flashy lights, stress balls or other useless items that serve no purpose other than to briefly entertain. The message here is "I'm just here."

**TIP:**

*Successful SWAG isn't just memorable, it reinforces your core brand message. Blinky lights may draw attention, but if you're looking to build a brand centered around class, then you may be sending the wrong signal. Be consistent with all your marketing.*

**Make sure  
that your  
marketing  
materials  
match  
your  
brand.**

02

**Scripts, Scripts & More Scripts**



# Door Knocking

Cold, warm & hot in-person drop-by scripts

If you're not knocking on doors, you're missing out on an amazing opportunity to really connect with your farm. After all, **most of your competition isn't doing it either**. So there remains this open gap of connection that most agents refuse to fill. Sure, you're going to get a lot of strange looks and yes, rude rejections too. But you were going to get that whether you called or knocked. The difference is, when you connect in person... you **really connect**. You're going to need a story (a great reason that you're standing there on their front doorstep. Here a just a few...

- **Poll:** You're there to poll the neighbors on something for the neighborhood. As a member of the community, you're concerned about X, Y and Z... you're asking for their input.
- **Tips:** You're there to gather tips on the area and what makes it special. As a real estate pro, you need this info to create your annual report... you're there to ask for their ideas.
- **Organizing:** You're there to help set up a pet-sitting club, a crime-watch or perhaps a networking event and so on... you're there to ask for their help.

Do you see the pattern? In all of these instances, you asking and gathering... all on behalf of the community. Never once did you overtly discuss your profession. Now, when the conversation organically progresses to what you do for a living, you can easily transition into all that you do for the community regarding property values and so on.

**TIP:**

*The key to successful door-knocking is framing the meetings so that the homeowners **ask you** what you do for a living. To make this genuine and sincere, you'll need your reason for being there. Perhaps just a simple neighbor meet-and-greet (**bring cookies**)!*



# Calling

Cold, warm & hot call scripts

Like door-knocking, you might be a bit worn-down with rejection when it comes to calls, but they are a powerful way to reach a large audience while still connecting in some meaningful way (with a human voice). Unfortunately, while you may feel more comfortable receiving rejection over the phone versus receiving it in person, **homeowners are more likely comfortable rejecting someone's voice than a neighbor standing at their door** with a sincere smile.

So going into it, you'll want to employ some strategy. In person, you can read your neighbor's body language and adjust, but over the phone, you won't have any warning if they begin to feel that their privacy or time is being taken advantage of. To help, you'll want to:

- **Address them by name such as "Hi, is this Mr. Smith..."**
- **Speak clearly and in a friendly (yet firm) tone**
- **Provide the purpose of the call early on**
- **Move quickly through your script and, without pause, arrive at a non-yes or no question**

As with door knocking, having a good reason for reaching out to them will be key to a successful and friendly encounter over the phone. You'll also want a quick and friendly **"out"** from the conversation (just in case their tone changes). You don't want to burn these contacts - these are, after all, life-long relationships that you're seeking to build and maintain. Let's explore some scripts...

**TIP:**

*A successful call strategy will have built-in "outs" that allow for on-the-fly adjustments to your script (based on the interactions with each homeowner). If this campaign leaves your farm upset, you're hurting your long-term business.*

# CALLS:

1

Hi, my name is \_\_\_\_\_ (your name) and I am our local real estate specialist. I'm calling to connect with residents in the community, how are you doing today? **(PAUSE/ENGAGE)**

Well, as mentioned, I wanted to reach on out to you this afternoon. In all this hustle and bustle, we don't often get a chance to meet our neighbors anymore, right? **(PAUSE/ENGAGE)**

We've got such a lovely community here and as the neighborhood's real estate specialist, I do as much as I can for our friends and family in the area! I'd love to learn more about your family and see how we can help one another as a community... we have a neighborhood welcome kit I've put together if I can stop that on by at some point?

## IF YES

Great, I'll drop it off sometime tomorrow. I'll be sure to put in some great area coupons. We've got a lot of amazing restaurants in the area you should know about (if you don't already)!

## IF NO

No worries. You have my number and if I can help you with anything, just let me know! Anyway, let me give you back your day. It's a pleasure meeting you and I look forward to meeting you in person here sometime soon! Bye!

2

Hi, this is your local real estate specialist and I'm reaching out to residents of our community in order to personally invite everyone to our upcoming neighborhood potluck dinner that'll be taking place next month... We haven't had a chance to meet yet, how are you doing? **(PAUSE/ENGAGE)**

Well, we're very excited about the event and if you're interested, I can send you the invite. It's a great opportunity to meet neighbors and share recipes.

## IF YES

Sounds good. I'll put you on the list for the event. What's a good email to reach you at?

## IF NO

Oh, we're sorry you won't be able to make it, but we'll have some other great events to come, so let's stay in touch! It's been great meeting you and I look forward to meeting in person someday soon! Bye!



**Move quickly through  
the intro and get to  
your first question, but  
then slow your roll  
and engage them.**

# CALLS:

3

Hi, this is your local real estate specialist but I'm also one of your neighbors in the community here! How are you this afternoon...? **(PAUSE/ENGAGE)**

I don't want to take too much of your time, but I did want to reach out and personally introduce myself. I help with organizing neighborhood events and gatherings. For those in the area who have real estate questions, I offer my expertise on our local housing market. We have a newsletter that we've put together for our neighbors... would you like me to add you to the online neighborhood community?

**IF YES**

Great! What's an email address we should put down?

**IF NO**

No worries, if you like, I've put together a community welcome kit of sorts. It's a collection of area coupons that I've worked out with local restaurants and so on. Can I drop this off in the next day or so?

It's been great meeting you this afternoon. Thank you for your time! Bye!

4

Hey! It's \_\_\_\_\_ (your name). I'm just catching up. How have you been settling in? **(PAUSE/ENGAGE)**

**IF SMOOTH**

Oh, that's good to hear.

**IF ROUGH**

Oh, I'm sorry to hear that. Who did you use again to help you move in?

Hey, let's try and get together in person here soon. I can probably help you get acquainted with the local amenities and at very least, share the best places in town to eat! What are you doing next \_\_\_\_\_ (day)? Want to go grab some coffee?



# CALLS:

5

Hi, is this the \_\_\_\_\_ (their last name) residence? This is your local real estate specialist and one of your neighbors in the community here. How are you this afternoon? **(PAUSE/ENGAGE)**

I'm just calling each of our neighbors to introduce myself and to make myself available should you have any questions about our community, the area amenities and so on. Have you been in the neighborhood long? **(PAUSE/ENGAGE)**

It's hard these days to know who's who. That's why I wanted to reach out and say hi - I appreciate the opportunity. So I have to ask, has anyone shared \_\_\_\_\_ (local coffee shop name) with you?

**IF YES**

Isn't it a gem? Not a lot of people know about their \_\_\_\_\_ (hidden specialty drink name). If you haven't tried it, talk to \_\_\_\_\_ (barrister name) and have them whip one up for ya. They're amazing!

**IF NO**

Oh, you've got to check it out! They have this specialty drink there called a \_\_\_\_\_ (hidden specialty drink name). It's amazing.

Let me know if you're interested and we can meet there sometime. I'm always looking for excuses to meet neighbors! Well, I don't want to take up your afternoon on the phone. You've got my contact information. It's nice meeting you and I hope to see you around the neighborhood sometime! Bye!

6

Hi, I'm just calling to introduce myself. I'm the neighborhood's real estate specialist and I like to make sure I get a chance to meet everyone in the area **(PAUSE)**... We haven't had a chance to meet yet... How are you this afternoon? **(PAUSE/ENGAGE)**

**FRIENDLY**

Well, as the real estate expert in the neighborhood, I like to keep up on the factors that move folks here... if you don't mind sharing your story, what brought you to the area?

**RUSHED**

Well, I don't want to take up your time this afternoon. If there are any questions I can help answer about home valuations or the market in our area, just let me know!

**Don't rush,  
offer your  
time and be  
present.**



# CALLS:

7

Hey there, I'm just calling to say hi and to put a voice to my recent mailing. This is \_\_\_\_\_ (your name) and as you've probably guessed, I'm the neighborhood's real estate specialist! Did you get that packet I sent over? **(PAUSE/ENGAGE)**

## IF YES

Great! I'm glad that made its way to you! If you don't mind me asking, what attracted you to our community here? Obviously, as the neighborhood's real estate specialist, I like to stay on top of these sort of factors...

## IF NO

Well, that won't do! I sent out a welcome kit, but sometimes they don't find their way. I'll tell you what... I'll stop another by later today or early tomorrow. It's got some great area coupons for local restaurants you'll want to explore!

Well, don't let me take up this beautiful afternoon! It was great meeting you!

8

Good Morning! This is \_\_\_\_\_ (your name) with \_\_\_\_\_ (your company). The reason for my call is to let our neighbors know that I'll be holding an open house right here in the neighborhood and I'd like to invite you to stop by and see the property - just in case you know of someone interested in our neighborhood (or if you want to see how your neighbors are utilizing their space)! Of course, you'll see the signs around the area, but can I give you the times so that you have them?

## IF YES

Great, I'll be down near the \_\_\_\_\_ (distinctive marker) at \_\_\_\_\_ (home address), this \_\_\_\_\_ (week/weekend day) at (start time)...

## IF NO

No worries! I'll be there all afternoon and if you end up stopping by, I'd love to give you a tour of the place!

Thanks so much for taking the time to speak with me... oh, by the way... in the marketing this property we may end up with other potential buyers who are interested in your neighborhood... so if you think of someone who may be interested in selling to a motivated, qualified buyer anytime in the next few months, would you please call me? That would be great! Thanks!

**Find**  
**common**  
**interests.**

# CALLS:

9

Hi, how are you this evening? I'm \_\_\_\_\_ (your name) and I'm calling to follow up on a recent mailing I sent out last week. Did you get that okay? **(PAUSE/ENGAGE)**

Well, as you can probably tell, I do everything I can to provide value for the \_\_\_\_\_ (community name) community and if you're available for coffee tomorrow, I'd like to make myself available to go over everything I know about the area. From the \_\_\_\_\_ (single hidden local feature) to the \_\_\_\_\_ (several local landmark features), there's a lot of hidden value that most homeowners in the area don't know... things that could make a difference when it comes to property value. Would you be up for coffee?

## IF YES

Great, will \_\_\_\_\_ (time) or \_\_\_\_\_ (time) be better for you?

## IF NO

No worries! Well hey... if there's anything I can do to help you with your local real estate needs, just let me know! I'll be in contact from time to time to make certain that I'm doing all that I can for you!

Bye now!

10

Hi, I'm calling to introduce myself personally to you and your neighbors there at \_\_\_\_\_ (community name)... how are you doing today? **(PAUSE/ENGAGE)**

Well, I've learned a lot about your community over the years. As the area's real estate specialist, I've helped several of your neighbors in the area list their homes and can help with any questions you might have. I'd like the opportunity to meet with you in person and share what I know about the area. Are you available for coffee tomorrow, by chance?

## IF YES

Great, will \_\_\_\_\_ (time) or \_\_\_\_\_ (time) be better for you?

## IF NO

No worries! Well hey... if there's anything I can do to help you with your local real estate needs, just let me know!

Bye!

**Be engaging,  
ask questions  
and listen.**



# CALLS:

11

Hi, \_\_\_\_\_ (their name)! I live in the neighborhood here and have been helping our neighbors learn more about how to increase their home's value - something that helps all of our home valuations, collectively. I am an expert at selling homes and just wanted to see if I can help with any questions you and your friends or family might have?

**IF YES**

Great! So what are you curious about?

**IF NO**

Okay, well if you do end up having questions about our area's market or if you're curious about listing your own home for sale, just let me know. I have a lot of interested buyers lined up, looking for homes in the neighborhood!

I'd love to keep you up to date with all the changes going on around here. I have a newsletter that keeps everyone informed about what's happening in the neighborhood... why don't I share that with you? Thanks for your time today!

12

Good Morning! It's \_\_\_\_\_ (your name) with \_\_\_\_\_ (your company) and I'm just calling our neighbors in the area to see if anyone you know might be interested in listing their home.

**IF YES**

Awesome! I can definitely help. What's their number and I'll reach out this afternoon...

**IF NO**

No worries. If you end up thinking of someone or if you hear of anyone that has real estate questions about our area, feel free to point them my way and I'll help them out!

Well look, I don't want to take any more of your time this beautiful morning! As always, please feel free to reach on out. I'm here for you! Bye!

# CALLS:

13

Good Morning! This is \_\_\_\_\_ (your name). I'm actually calling with some neighborhood news... We just sold the home at \_\_\_\_\_ (address) and in the course of marketing their property, we met additional buyers that are interested in living in the area. **(PAUSE)**

Well, some want to move as soon as they find a home... others have longer-term plans. I'm asking everyone in the area if there's anyone you can think of that might be interested in selling to a qualified buyer in the next 2-4 months?

**IF YES**

Great! I can help. What's their number and I'll reach out this afternoon...

**IF NO**

Okay, well thank you very much for your time and if you happen to think of someone who might be interested in a fast home selling experience, please give me a call.

Once again, my name is \_\_\_\_\_ (your name) and I'm with \_\_\_\_\_ (your company). Have a great day!

14

Hi, this is your local real estate specialist, but I'm also one of your neighbors here! I'm just reaching out this afternoon to see if I can help any of your friends or family with their real estate questions...

**IF YES**

Awesome! I can definitely help. What's a number I can contact them at? I'll reach out this afternoon...

**IF NO**

No worries. If you end up thinking of someone or if you hear of anyone that has real estate questions about our area, feel free to point them my way and I'll help them out!

Thank you for your time this afternoon! As always, if you need anything... I'm here for you! Bye!



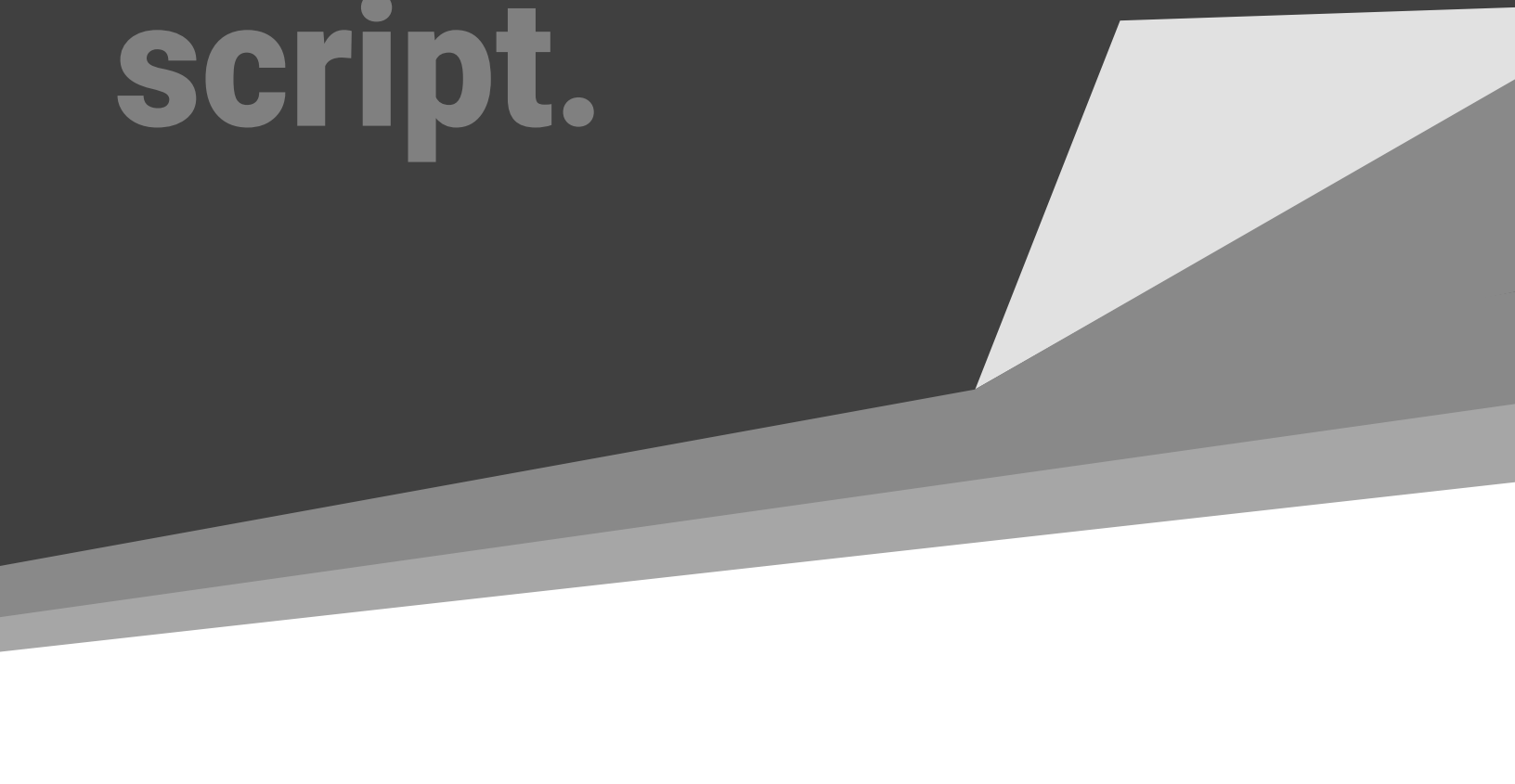


**Don't be  
afraid**

**to go**

**off**

**script.**





# Voice Mail

Cold, warm & hot voicemail scripts

Automatic, mass voicemail drops are a relatively new marketing channel and should be dealt with using care. Ideally, they should be considered an enhancement or reinforcement to an existing conversation rather than blasted “voice spam.” It may seem counter-intuitive to send mass voicemail that **isn't** generic, but it is possible to strike a balance between leveraging trust (permission to call them) and providing unique value (why you're calling them in this instance).

A great way to build meaningful content that can be distributed en masse is by crafting a personal-feeling follow-up message that applies to a large segment of your farm. First, send out something of value to a large group of homeowners in your farm. This should be something tangible like coupons for restaurants in the area. A few days later, follow-up using a voicemail campaign that asks about receipt of that item. Not “I wanted to make sure that **you all** received that thing I sent” rather, “I wanted to make sure that **YOU** received that thing I sent.”

But what if they didn't get it? Well, that's actually better. Because you've now piqued their interest and they'll want to know what it is that you sent the neighbors that **they** didn't receive. You can even support this with a closing comment like “We've had some issues with the post lately, so let me know if you didn't receive it.” The key is, that it's a mass voicemail that works at a personal level. Here's a mixed collection of voicemail scripts that use this method or other, more traditional Calls to Action that might work for your needs...

**TIP:**

*The most powerful connections center around an object of value that requires updating. Whether it's a comp or a market report, having a reason to connect that requires updating, will allow you to reach out continuously and build trust over time.*

# VOICEMAIL:

1

## Leave a message after the BEEEEEP:

Hi, this is your local real estate specialist. I just wanted to welcome you to the community. If you have time, go ahead and give me a call back. We have a lot of community-oriented events I'd like to share with you. I can be reached at \_\_\_\_\_ (your number). That's \_\_\_\_\_ (your number - **repeat it twice**).

2

## Leave a message after the BEEEEEP:

Hi, my name is \_\_\_\_\_ (your name) and I wanted to welcome you to our community! If you're free for coffee this afternoon, I'd like to share some area information about our area. I can be reached at \_\_\_\_\_ (your number). That's \_\_\_\_\_ (your number - **repeat it twice**).

3

## Leave a message after the BEEEEEP:

Hi, my name is \_\_\_\_\_ (your name). I'm calling to introduce myself, should you have any questions about our upcoming \_\_\_\_\_ (community name) community event this \_\_\_\_\_ (day). Call me at your convenience. I can be reached at \_\_\_\_\_ (your number). That's \_\_\_\_\_ (your number - **repeat it twice**).

4

## Leave a message after the BEEEEEP:

This is your neighbor \_\_\_\_\_ (your name) and in case you don't know, we've got a community pool party coming up! We're reaching out to parents in our neighborhood, inviting everyone to come on out and enjoy the sun. There's going to be pizza for early arrivers. I can be reached at \_\_\_\_\_ (your number). That's \_\_\_\_\_ (your number - **repeat it twice**).

5

## Leave a message after the BEEEEEP:

This is your neighbor and local real estate specialist \_\_\_\_\_ (your name). I wanted to call and wish you a happy holiday! I hope you're enjoying all this beautiful weather our community's getting. If I can help your household with anything, just reach on out to me! I can be reached at \_\_\_\_\_ (your number). That's \_\_\_\_\_ (your number - **repeat it twice**).



**Drop their name  
early on.**

name

m

e

n

a

a

n

# VOICEMAIL:

6

## Leave a message after the BEEEEEP:

This is your neighbor and local real estate specialist \_\_\_\_ (your name). I wanted to call and wish you a happy holiday! Unfortunately, the weather isn't doing its part for the season, but if I can help your household with anything, just reach on out to me! I can be reached at \_\_\_\_ (your number). That's \_\_\_\_ (your number - **repeat it twice**).

7

## Leave a message after the BEEEEEP:

Hi, this is your local real estate specialist, \_\_\_\_ (your name), and I'm reaching back out to you. I called earlier this week, but we haven't been able to connect. Feel free to call or text me at this number. I can be reached at \_\_\_\_ (your number). That's \_\_\_\_ (your number - **repeat it twice**).

8

## Leave a message after the BEEEEEP:

Hi, this is your local real estate specialist and I'm following up on my call last week. If you've got a few minutes, let's see if we can connect this afternoon. I can be reached at \_\_\_\_ (your number). That's \_\_\_\_ (your number - **repeat it twice**).

9

## Leave a message after the BEEEEEP:

Hi, this is your neighbor \_\_\_\_ (your name) and we're putting together a neighborhood pet watch meeting for \_\_\_\_ (community name) residents. If you have a pet or would like to register to help other neighbors find their pets (should they ever lose their way home), then please reach out to me for more information. I can be reached at \_\_\_\_ (your number). That's \_\_\_\_ (your number - **repeat it twice**).

10

## Leave a message after the BEEEEEP:

Hello, this is \_\_\_\_ (your name). I see that you're a neighbor of ours in the community here and I wanted to make myself available for area information and events. If you have any questions about resident amenities and services, give me a call. I can be reached at \_\_\_\_ (your number). That's \_\_\_\_ (your number - **repeat it twice**).

# VOICEMAIL:

11

**Leave a message after the BEEEEEP:**

This is \_\_\_\_\_ (your name) and I wanted to talk with you about some \_\_\_\_\_ (community name) events we've got coming up in the next few weeks. I can be reached at \_\_\_\_\_ (your number). That's \_\_\_\_\_ (your number - **repeat it twice**).

12

**Leave a message after the BEEEEEP:**

Hi, this is your local real estate specialist. I'm reaching out to our neighbors here to see if anyone is interested in joining up to form a neighborhood pet watch. Just in case one of our pets loses their way home, we can help each other locate them quicker. Let me know if you're interested. I can be reached at \_\_\_\_\_ (your number). That's \_\_\_\_\_ (your number - **repeat it twice**).

13

**Leave a message after the BEEEEEP:**

Hi, this is your local real estate specialist, \_\_\_\_\_ (your name). I'm reaching out to introduce myself to our neighbors here. As the real estate expert for our community, I want to make myself available. Should you or the family have any questions about our area's housing market, please feel free to reach out to me. I can be reached at \_\_\_\_\_ (your number). That's \_\_\_\_\_ (your number - **repeat it twice**).

14

**Leave a message after the BEEEEEP:**

Hi, this is your local real estate specialist, \_\_\_\_\_ (your name), and I wanted to introduce myself. If you have time this week, I'd love the opportunity to meet with you and share everything I know about our community and what makes it such a prime real estate investment! I can be reached at \_\_\_\_\_ (your number). That's \_\_\_\_\_ (your number - **repeat it twice**).

15

**Leave a message after the BEEEEEP:**

Hi, there, this is \_\_\_\_\_ (your name). I don't think we've had the chance to meet yet in person. I'm one of your neighbors here in our community. I just wanted to reach out and introduce myself. Feel free to give me a call back at \_\_\_\_\_ (your number). That's \_\_\_\_\_ (your number - **repeat it twice**).

# VOICEMAIL:

16

**Leave a message after the BEEEEEP:**

Hello, this is \_\_\_\_\_ (your name) and I am calling to discuss a new listing in our neighborhood. I always like to reach out to neighbors to see if they know of anyone looking to move nearby. If you do, please call me at \_\_\_\_\_ (your number). Have an awesome day and talk to you soon!

17

**Leave a message after the BEEEEEP:**

Hi, it's \_\_\_\_\_ (your name). I was hoping to get your feedback on the recent \_\_\_\_\_ (community news). Go ahead and give me a call back when you get a chance. I'm at \_\_\_\_\_ (your number). That's \_\_\_\_\_ (your number - **repeat it twice**).

18

**Leave a message after the BEEEEEP:**

Hi, it's \_\_\_\_\_ (your name). I sent you something in the mail and wanted to make sure that you got that okay. Go ahead and give me a call back at \_\_\_\_\_ (your number). That's \_\_\_\_\_ (your number - **repeat it twice**).

19

**Leave a message after the BEEEEEP:**

Hey, this is your local real estate specialist. Just calling to wish you a happy holiday. It's been a great year in real estate and if you know of anyone looking to buy or sell their home, you know where to find me. Have a great day!

20

**Leave a message after the BEEEEEP:**

Hello, this is \_\_\_\_\_ (your name) and I am calling because I've just listed another home in our neighborhood. When I do, I like to reach out to neighbors to see if they know of anyone looking to move into our area. If you do, please call me at \_\_\_\_\_ (your number). Have an awesome day and talk to you soon!

# VOICEMAIL:

21

**Leave a message after the BEEEEEP:**

Hello, this is \_\_\_\_\_ (your name) and I am calling because I have **a lot** of interest in homes in your area and I'm looking for anyone that may be interested their home within the next year. If you can think of anyone, I would love to get their information. You can reach me at \_\_\_\_\_ (your number). Again, this is \_\_\_\_\_ (your name) and my number is \_\_\_\_\_ (your number). Thank you so much!

22

**Leave a message after the BEEEEEP:**

Hi, this is your neighbor \_\_\_\_\_ (your name). There's been a lot of real estate interest in our area lately and I'm looking for anyone that may be thinking of selling their home. If you know of anyone, I would love to get their information. Of course, you can reach me at \_\_\_\_\_ (your number). Again, this is \_\_\_\_\_ (your name) and my number is \_\_\_\_\_ (your number). Thank you so much!

23

**Leave a message after the BEEEEEP:**

Hi, there, this is \_\_\_\_\_ (your name) and I'm the area's real estate specialist. There's been a lot of interest in properties in the area lately and I'm reaching out to neighbors nearby, looking for anyone who might be thinking of selling their home in the next year. If you know of anyone, I would love to get their information. My number is \_\_\_\_\_ (your number). Thank you so much!

24

**Leave a message after the BEEEEEP:**

Hi, I'm one of your neighbors here and I've come across an area housing report. I'm reaching out to our neighbors to see who might like a copy. I can stop it on by if you'd like. I can be reached at \_\_\_\_\_ (your number). That's \_\_\_\_\_ (your number - **repeat it twice**).

25

**Leave a message after the BEEEEEP:**

Hi, this is your local real estate specialist. I've put together a housing report for the area and I wanted to see if you'd be interested in a copy. It contains market stats that can affect home valuations. There's no charge of course... it's just my way of providing value for your home's real estate needs. Feel free to call or text me back at this number if you're interested. I can be reached at \_\_\_\_\_ (your number). That's \_\_\_\_\_ (your number - **repeat it twice**).



# VOICEMAIL:

26

**Leave a message after the BEEEEEP:**

Hey, this is your local real estate specialist. I'm not sure if you've heard, but I've been putting together an updated property valuation report for our community here and I wanted to see if you'd be interested in a copy. Just let me know and I can drop one on by for you. I can be reached at \_\_\_\_\_ (your number). That's \_\_\_\_\_ (your number - **repeat it twice**).

27

**Leave a message after the BEEEEEP:**

Hi, this is \_\_\_\_\_ (your name). I've completed the property valuation report for \_\_\_\_\_ (community name) and I wanted to get this into your hands. Are you going to be around later this afternoon around \_\_\_\_\_ (time)? My number is, of course, \_\_\_\_\_ (your number). That's \_\_\_\_\_ (your number - **repeat it twice**).

28

**Leave a message after the BEEEEEP:**

Hi, \_\_\_\_\_ (their name). Hey, I've finished up on my area housing report for the \_\_\_\_\_ (community name) community and I wanted to make sure I got a copy into your hands. It has home values and other market info that everyone will find interesting. Give me a call back and let me know when you'll be home. I'll stop on by with your copy. You can reach me on my cell at \_\_\_\_\_ (your number). Again, that's \_\_\_\_\_ (your number - **repeat it twice**).



**Be considerate,  
don't eat up  
their inbox.**





# Emails

## Cold, warm & hot email scripts

Most agents feel comfortable communicating via email. Unfortunately, because of this, most agents end up using email and everyone goes unread. That said, email has a genuine value as a communication channel (sending attachments, communicating to groups, establishing a record of communication and so on). In this case... as a part of a larger communication campaign. So the question inevitably becomes "How can I send emails that captures a homeowner's attention?" But what this is really asking is "How can I do the least amount of work and still get the reward?"

To achieve this, we're going to challenge you to think outside of the box. Yes, you can and will still use email, but the words you choose and how and where you frame those words are going to set up actions in the real world or wherever possible, be set up **from** actions in the real world. Most of the email scripts below incorporate an **assumed continuation of a conversation** in the subject line (similar to "Re: the neighborhood..."). The idea is for the homeowner to see reference to a presumed, ongoing conversation ("Re:" or "regarding that thing **we've been discussing**"), a reference to something shared and trustworthy ("the neighborhood") and a natural, casually-trailing thought in the form of ellipses ("...").

Within seconds in the above example, this email says "Don't ignore me, I may be something that needs attention." You'll still have to deliver within the body of the email itself, but at least you'll have a foot in the door. The remainder of the email script will further attempt to keep that door open while you deliver your brand message and community value. Keep an eye out for the subtleties (they matter). Let's explore...

**TIP:**

*To really land the fact that your email isn't spam, you're going to have to craft unique messaging that... **isn't spam**. If you're grabbing at their eyes, trying to wedge in an elevator pitch, you'll lose their attention and devalue your long-term role in their lives.*

# EMAIL:

1

**SUBJECT: RSVP for neighborhood gathering...**

I'm hosting a small, informal get-together at my house and I would like to invite you and the family to come by! Nothing formal, just a fun gathering of friends and new friends to be! I've owned my home here for a while and there's so much to love about the community we've built! If you want to join the fun, let me know and I'll give you directions. Looking forward to meeting everyone in person!

2

**SUBJECT: Looking for neighborhood feedback...**

I'm reaching out to everyone who lives in our neighborhood to get some quick feedback on how we can improve our community. Like you, I have owned my home here in the area for a while and would like to connect with others to discuss how we can improve our home values collectively. If you're up for it, let's all get together and discuss.

3

**SUBJECT: Hi, neighbors! Started local Facebook group...**

I've started a local Facebook group for our community so that we can all stay in touch, share ideas about our region and learn about upcoming events! I've owned my home here in the area for years and I always feel a little disconnected with what's going on in our immediate area. It's my hope that this Facebook group will allow us to connect our community and even help maintain or increase our collective home values. Let me know if you would like to join and I'll send you the link!

4

**SUBJECT: Hi, neighbor! Just reaching out...**

Hi! We both live in the neighborhood and I wanted to introduce myself - I always make it a point to reach out and say hello. I hope that it doesn't seem forward, but I would love to grab some coffee and connect. Let me know if you're interested and if there's a time that works for you. Looking forward to meeting you in person!

5

**SUBJECT: A couple of neighborhood improvement ideas...**

I wanted to reach out to all of our neighbors. I have a few ideas on how to improve our neighborhood and wanted to discuss. Just a few small things we might be able to do that could help our home values as a whole. Are you up for a call this afternoon?

Write subjects  
that capture  
interest.

# EMAIL:

6

**SUBJECT: Hi, neighbor! Community improvement ideas?**

I'm a neighbor here and I was just wondering if you have any ideas on how to improve our community? I've been reaching out to others in the area as well and I'm compiling a list that we can go over together at some point. Would love to chat over the phone if you have time this afternoon? Looking forward to meeting you and hearing your thoughts.

7

**SUBJECT: Hi, neighbor! Join the community newsletter!**

I'm one of your neighbors here and I have an email newsletter that I put together so that everyone can stay up to date on what's going on in the community. If you'd like to be included in on it, I would be happy to add you! Let me know.

8

**SUBJECT: Hi, neighbor! Following up on the housing report...**

I'm following up on a recent housing market report I sent out to residents in our community. If you did not receive the report (which contains important home value and market data for our area), please let me know and I will send out or drop off another copy.

If you did receive the report, then you can see that the housing market has had its fair share of fluctuations recently. As our area's real estate specialist, I wanted to make myself available for any questions and to go over what this means for home values in our community. Feel free to call or email me anytime.

9

**SUBJECT: Just sent out a housing report to you... coffee?**

Hi! I just sent you a packet with an area housing report. It details out home values and other market data for our area. As the community's real estate expert, I wanted to make myself available to help answer any questions you and your family might have.

If you'd be interested in getting together to discuss, let me know. The housing market has had its fair share of fluctuations recently, but I can go over how it affects us here. Call me if you'd like to meet for coffee. There's a great place around the corner you should know about (if you haven't yet been).

# EMAIL:

## 10 SUBJECT: Did you get the housing report?

Hey there. I wanted to follow up with the housing report I sent over. Did you get that okay? Let's set up a time to go over what it means for the community and your home specifically. Are you free tomorrow afternoon?

## 11 SUBJECT: Free this week? Want to go over housing report...

Are you free sometime this week? I want to go over the housing report I sent over and talk about what it means for home values in our community. Let me know.

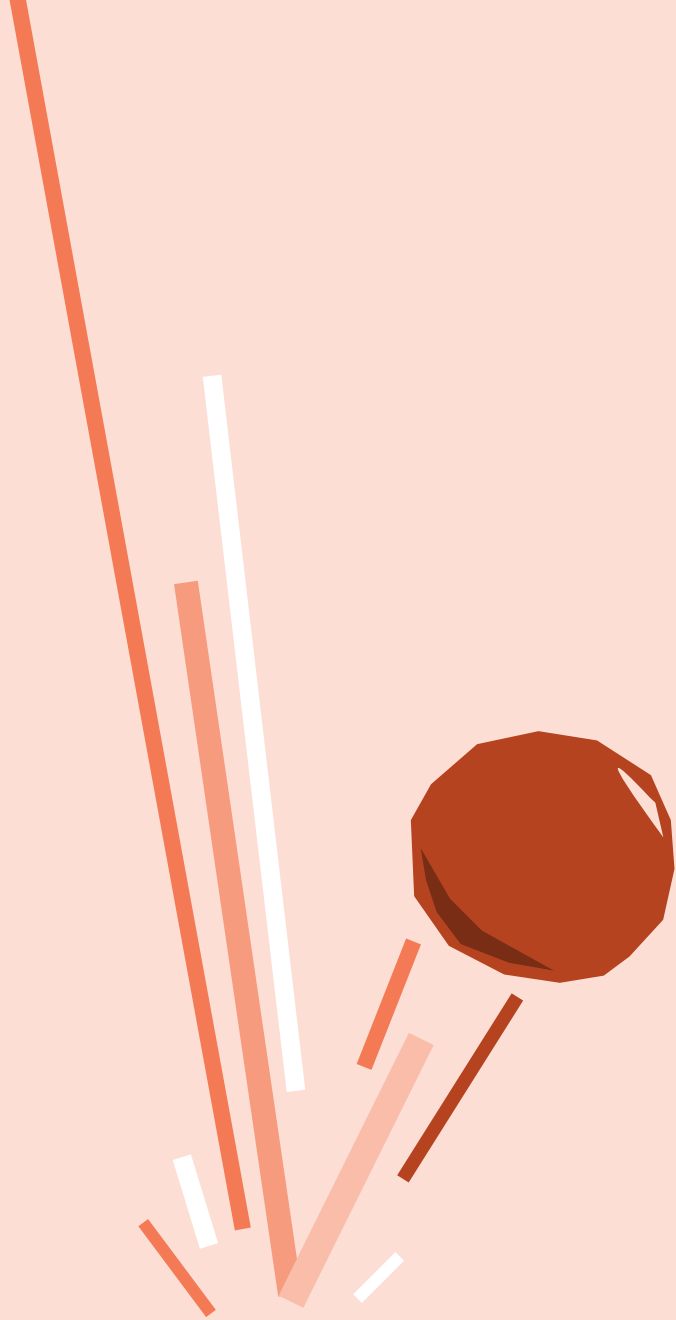
## 12 SUBJECT: Have a chance to review the housing report I sent over?

Just following up with the housing report I sent on over. Have you had a chance to review it yet? I think your home has a few extras that go beyond other homes in the community and that might make a difference in its valuation. If you've got time tomorrow afternoon, let's get together...

## 13 SUBJECT: Hi! Did you get those coupons I sent on over?

Hi, I'm following up on the housing report and packet I sent over. I trust everything arrived okay! The enclosed housing report is specific to our community here, but I'd like to go over what it means for your home's value in particular (given the recent market fluctuations). I also threw in some great coupons that I was able to arrange with local business owners. As the area's real estate specialist, I like to support local.

The housing market has seen its fair shares of ups and downs, but I think that our community has a lot to offer in culture and amenities. We can go over some of these often-overlooked assets as we assess the value of your home in the neighborhood. If you're free this week, let's set up a time to get together.



# Getting bounced emails?

(make sure you use updated data!)



# EMAIL:

## 14 **SUBJECT: Hi, neighbors! Just sent out a housing report...**

As many know, I've owned my home in the area for several years and have had the opportunity to help our friends and neighbors with their real estate needs. I just sent out a packet to everyone containing a housing report that I put together for our community. It goes over the market as a whole, but also delves into more regional data that I was able to find.

I'd like to get together with everyone individually to build a more detailed view of the strength of our neighborhood's home values. As the area's real estate specialist, this helps me stay informed about our local market. We have a lot to offer in our community and I look forward to learning what's most important to everyone here. Please let me know when you have time to get together. We can meet at your place, my home office or we can grab a cup of coffee nearby and discuss.

## 15 **SUBJECT: Just sent out a report to our neighbors...**

I just sent out a report to our neighbors in the area. It contains important information about the housing market and other home value stats for the neighborhood. It goes into some detail, but I'd like to meet with each of you to make sense of what it means for your home's property value specifically. Please call me to set up a time to meet in person. If it's easier, I can stop on by.

## 16 **SUBJECT: Sent out a housing report... let me know if you didn't get it**

If you haven't received the home value report I sent out to everyone, let me know. As the community real estate specialist and as a homeowner in the community myself, I make it my responsibility to know as much about our area as possible. Let me know when you have time to go over the report together and I'll book it in my calendar.

## 17 **SUBJECT: Did you get the housing report ok?**

Hi. I'm reaching out to see if you got the area housing report I sent you. There's something in there that stood out that I'd like to go over with you. Are you up for coffee tomorrow afternoon?

**Move the  
conversation  
along and  
move it  
offline.**



# EMAIL:

## **18** SUBJECT: Available for coffee to discuss our community?

Hey there! As we all know, our community has a lot of attractive qualities to home buyers in this market and I'd love to sit down with you if you're interested... perhaps go over a little bit of the history of our area and what it could mean for your home's hidden value. Are you available for coffee? My treat.

## **19** SUBJECT: Howdy! Free this afternoon for a call?

Howdy, neighbor! As the area's real estate specialist, I've helped many of our neighbors with their home listings and I wanted to reach out to say hi! Our community has so much to offer home buyers and this has played well for the home values of properties like yours. If you're interested, I'd love to hop on a call sometime... maybe go over the housing market for our community and what it could mean for you. Are you free later this afternoon?

## **20** SUBJECT: Howdy, neighbor! Did you get that housing report I sent?

Howdy, neighbor! Just wanted to see if you've received the package I sent on over this last week? If you're free sometime in the next few days, I'd love the opportunity to meet up with you... maybe talk about the community and ways to assess your home's property valuation. If you're up for it, there's a great, local coffee shop that you should know about (if you don't already)! Let me know. It's on me!

## **21** SUBJECT: Did you get that housing report and coupons I sent you?

Hi! I wanted to make certain that you received the package I sent on over this last week. In it, you should have received a set of local coupons. If you're free sometime, I'd love the opportunity to meet up with you and the family. We can go over the community, our shared history and ways to assess your home's value. Let me know if you're interested and I'll free up some time to meet!

## **22** SUBJECT: You get that packet I dropped off?

Hey there. Did you get that packet I dropped off yesterday? Anyway, if you're interested, I'd love to get together sometime next week. Maybe coffee? Let me know!

**Don't send emails that are out of place with your relationship. If it feels "off" to you, then it'll feel "off" to them too (and all future emails will go straight to spam).**

# EMAIL:

23

**SUBJECT: Want to get your advice...**

Hey! If you have a few minutes, I wanted to ask your advice on a home I recently listed in your area. When is a good time to call?

24

**SUBJECT: Have a minute? Wanted to discuss the neighborhood...**

Hi! I was hoping to get a minute of your time. I wanted to pick your brain about homes in the area. I have seen a lot of interest in the region and I wanted to learn more about the state of the neighborhood. Can I call later?

25

**SUBJECT: Community organization?**

Hey. What do you know about community organizations in our area? I've been seeing a lot of real estate interest in the region and I want to get a better idea of their outreach efforts. Give me a call when you get a minute.

26

**SUBJECT: Been a while!**

Hey. Hope you're doing well. It's been a minute since we've talked and I just wanted to reach out. There's been a lot of interest in the area real estate-wise and I'm curious about the vibe in the neighborhood. You guys are sitting on some solid property values over there! Let's catch up.

27

**SUBJECT: Hi, everyone!**

I'm just reaching out to our friends and neighbors to see if anyone knows someone that is thinking of listing their home in our community. The market's really great right now for the area and I would love to offer my expertise. Thanks!

28

**SUBJECT: Reaching out to our neighbors...**

Hey! I'm just reaching out to all of our neighbors here to see if you know anyone who might be considering listing their home in the next year. As the community's real estate specialist, I feel I can help them navigate the waters and assure a maximum return on their investment! Anyway, let me know. Thanks!

**Don't send  
emails worthy  
of a spam  
folder.**



# EMAIL:

29

**SUBJECT: Know of someone...?**

I just wanted to put it out there that if you know of anyone who might be considering listing their home in the next year... I can help them navigate the waters and assure a maximum return on their investment! Maybe you have a friend that's mentioned it in passing? Anyway, let me know. I'm here to help with any of our community's real estate needs! Thanks!

30

**SUBJECT: Hi, friends & neighbors!**

I'm calling out to all of our friends and neighbors in the area to see if anyone knows of someone that might need help listing their home. As the neighborhood's real estate expert, if you know of someone I should talk to, let me know and I'll reach out. Thanks!

31

**SUBJECT: The family's real estate expert!**

Hello, hello! Many of our neighbors know me as the area's real estate expert and I just wanted to make it known that I'm also the neighborhood's family's real estate expert (or at least, I'm ready to be)! If you've got questions, just reach on out and I'm there! If you know of someone that has questions, let me know and I'll reach on out! I'm here for you **and your family**! Thanks for being awesome!





# Letters

Cold, warm & hot letter scripts

Letters are invaluable... truly a nearly-lost art. Hand-written communications stand out. Sure, much of it will get tossed (sorry to be the bearer of bad news if you didn't already know), but when you **do** land in the hands of a homeowner taking the time to read your letter... it can be an effective representation of your brand.

A well-packaged letter will immediately demonstrate your commitment to fostering real-world relationships. If a letter doesn't seem too "real-world" to you, consider that fewer and fewer agents are utilizing this form of communication, leaving the channel clearer of noise than most for your messaging. But, landing in the hands of the homeowner isn't enough.

As with most of the scripts included here, your letter should continue to build off of other channels of communication. But, unlike other channels you have access to (email, calls end even door knocking), a good letter campaign can be both cost/time effective and a **great** introduction to your brand. **Seldom are low cost and high brand value achieved in one effort.**

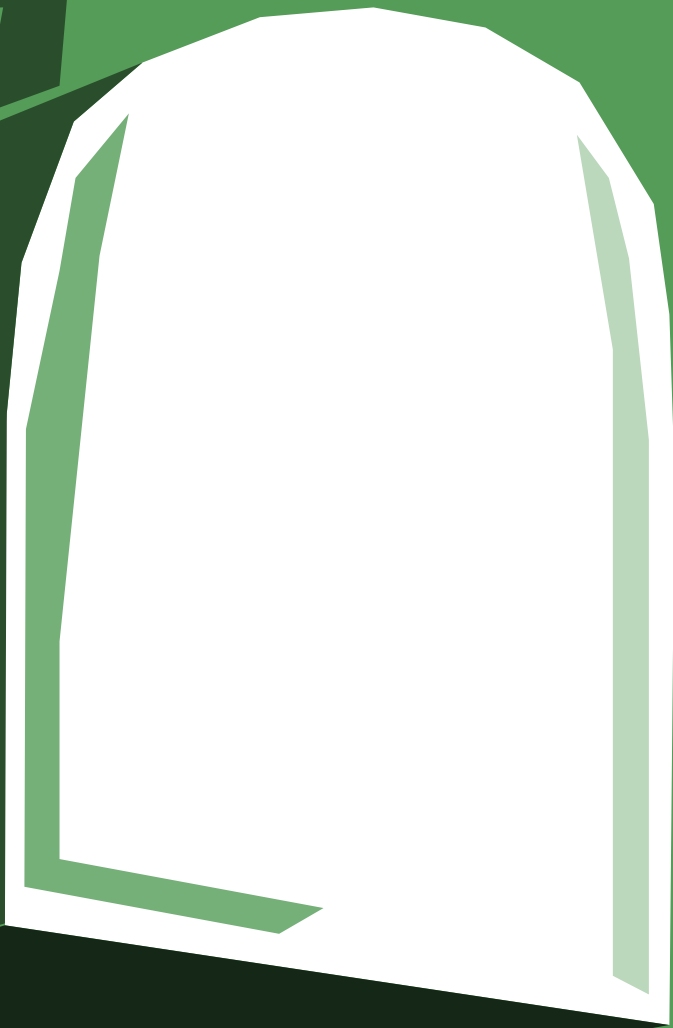
The key to a great letter is proper positioning of the letter within the chain of conversion. It wouldn't make sense to receive a letter asking if you got that email. But it would make sense if you received a more formal letter introducing yourself to their household, **then** followed up with a less-formal email that carries on the dialog to more actionable meetings.

**TIP:**

*Letters are a great way to **introduce** your brand. Not only are they cost effective, they also demonstrate your willingness to "work" for their attention. Well-written letters are becoming increasingly rare in most markets and can really make your brand stand out.*



**Send letters that  
make people  
anticipate  
checking  
the mail.**



# LETTERS:

1

I wanted to introduce myself. I'm part of our resident welcome committee and I reach out to new residents as well as those we haven't yet had the pleasure to meet. We've worked together to build a beautiful, friendly community and we should all feel proud! Enclosed are some coupons for some great, local restaurants and area amenities that, if you haven't yet tried, you definitely should! It's just our way of saying welcome to the area!

Your neighbor...

2

I wanted to say hello! I try my best to reach out and connect with everyone in the area when possible. Of course, we're all interested in how we can help each other out... so do you have any thoughts on ways we can improve the neighborhood? Any concerns you'd like to voice? Just wanted to let you know that we're here for you!

Your neighbor...

**Be friendly  
and familiar.**

# LETTERS:

3

Welcome to the community! I'm a bit of the community historian and cultural ambassador. Of course, it's easy when you live in a region that has as rich of a history as ours! Our residents all share a common and proud legacy. I have attached a few brochures that detail some of our area's cultural amenities and I hope you'll find them inspiring. If you share my interest in regional legacy and would like to learn more about the community's prestigious legacy, please feel to contact me.

Your neighborhood ambassador...

4

Hi, and welcome to the neighborhood! I make it a point to reach out to new residents of our community as well as those that we haven't yet had a chance to meet. We all get together now and then for small events and to share home care tips we find helpful. Anyway, we wanted to say hello! We also wanted to extend an invitation to our next community event. Feel free to connect with me any time, as I am one of a few neighborhood ambassadors

We all look forward to meeting you in person!

# LETTERS:

5

We haven't had a chance to meet yet in person, but I wanted to say hi. I try my best to introduce everyone in the area to local businesses that help make our community so culturally vibrant! I was able to meet up with many of these local business owners and managers and secured some fun coupons for our area residents! I've added a few of these coupons in here for you to take advantage of. Just wanted to help keep our community connected! :-)

6

I live in the area and I am throwing a casual get together for residents to discuss how we can better the community and increase our home values. I wanted to personally invite you, so please let me know if you can join!

7

I see you signed up on my site to receive your free home value report. I would be delighted to spend a few minutes on the phone with you to discuss our area's real estate market and what it could mean for your home. Let me know when you're free to talk for a few minutes. I look forward to hearing from you!



**stay on target  
with your  
messaging**

# LETTERS:

8

I wanted to reach out and see if there's anything I can help you with regarding your real estate needs. As a homeowner in our community myself, I do my best to meet with fellow residents. We've all worked together over the years to build a beautiful, family-friendly community and we should feel proud to be a part of that! If you're free this next week, I'd love the opportunity to meet. Let me know and I'll arrange to stop on by (with some cookies)!

Your neighbor...

9

I'm setting up a community gathering to go over some neighborhood improvement ideas. I've put together a list of suggestions, but I'd also like to invite all of your ideas. For those who want to attend, let me know what days next month would be best for you and I'll try to accommodate everyone's schedules to fit. If you won't be able to make it, but have suggestions, please feel free to call or email me. The suggestions will range from synchronizing our lawn maintenance schedules to establishing upcoming neighborhood events. I'd also like to get to know what everyone does professionally and to see where we can build a network of local specialists!

Looking forward to meeting all of you in person...

# LETTERS:

10

I'm not sure if you've heard, but the community pool is now open for the season! It's time to bust out those swimsuits and flip flops and put this neighborhood rally point to use! Our community pool is something we should all be proud of, but remember to keep safety top-of-mind. Bring along some sunscreen and please... no glass bottles or containers. These can break and make the area unsafe for everyone. :( I'll be down there this weekend cooking up some barbecue, so come on down for some grilled chicken, potato salad and corn on the cob (or to just chat about our community's rich history)!

Your neighborhood real estate guru...

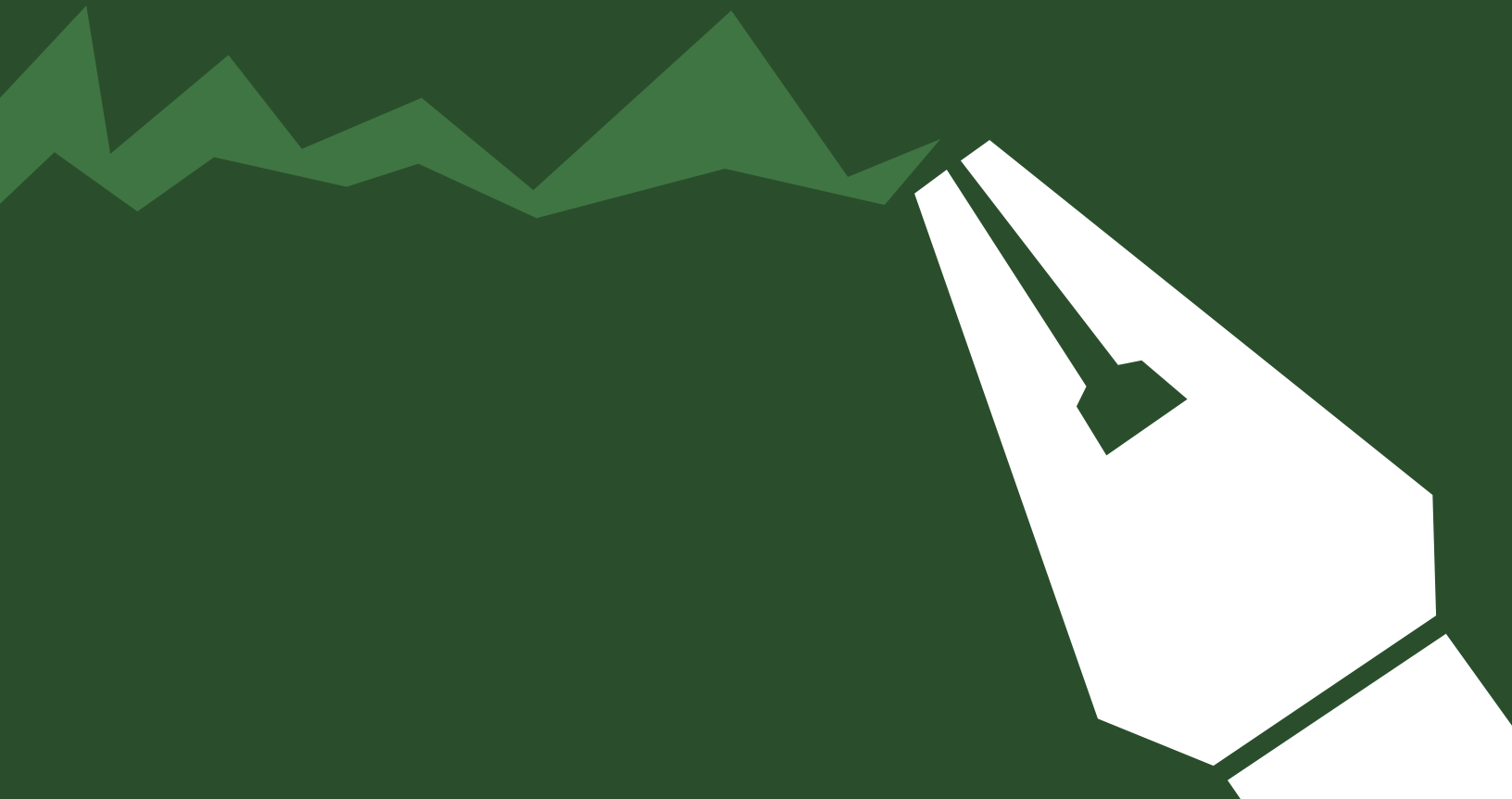
11

Are you a pool owner? I'm your neighbor here and I wanted to share a great, local pool maintenance service. Many of us in the community inherited our pool service provider and maybe haven't shopped out other providers in a while. I have been using this service for quite some time and I love these guys. I asked about discounts for our community. Turns out that they have some coupons, but hadn't yet put them out in the area. Again, I've been using them for quite some time and they're great (see enclosed flyer and coupons)! As the neighborhood real estate specialist, I do everything I can to help us all maintain our home values in the community. This is just my way of supporting local business while providing value to you, my neighbor!

Have a great rest of the day!



**Compose  
letters that  
have purpose.**



# LETTERS:

12

Hey... we're putting together a small group of heroes to help clean up our neighborhood and we'd like to see if you'd be interested in joining up! It's really more of an excuse to get together and socialize, but we're also going to go around the neighborhood and help out wherever we can. Doing so positively affects our collective property values, but also our quality of life! :-)

So let me know if you're up for joining the crew. We'll be meeting at the clubhouse. There may be some pizza in it if there are enough people that sign up! Your neighborhood real estate specialist...

13

We've had a lot of really bad weather lately and I'm thinking that we should have a community emergency plan. I'm not entirely sure what that might require or what that might even be, but I wanted to put it out there to everyone. If you're interested, maybe we can set up a meeting to discuss?

14

I'm just reaching out to my friends in the community. It's been a while and I wanted to catch up! I know that the last time we spoke, you were considering listing your home but wanted to hold off a bit. Just curious if there's been an update on that front. Let's aim to get together in the next couple of weeks.

# LETTERS:

15

We haven't talked in awhile, so I just wanted to reach on out and see how things are going for you and the family. We had those storms come in last week and everyone was both worried and relieved (I guess we needed all that rain)! Anyway, I just wanted to catch up. Let's get together again sometime soon. It's been too long!

16

Hi, I'm the community's real estate specialist and I wanted to put this report I've compiled into all of our neighbors' hands. It contains important market data and home values for our community. There's been a fair amount of market fluctuation recently and as you know, every little detail can make a significant difference in a property's valuation. With that in mind, there's a lot in our community to be proud of and I'd like to make myself available to discuss this report and what it could mean to you. If you're free this week, let's set up a time to get together and review. I can stop on by if it's easier for you or we can meet for coffee nearby. Thank you.

# LETTERS:

17

Attached is a community property value report that I thought you'd be interested in. As you'll see, the market looks good considering all that our community has to offer. When you get some time, I'd like to get together and go over what it means for your home specifically. Thanks!

18

I put together this report for our neighbors here. It contains updated housing market data for our area and I thought that you and I could go over it together. The thought is that each of us may have great ideas as to what makes our community so special. I'm getting together with each of our neighbors to discover other cultural assets and community amenities that maybe we don't highlight as much. Take a look and let's set up a time to meet in person. I can stop by if it's easier for you or we can grab a cup of coffee nearby.

19

I hope all is well! We haven't talked in a while, so I thought I'd reach out the old-fashioned way! How are the kids doing? The last time I saw them, they were heading off to school, so I suppose they're retired by now? :-)

# LETTERS:

20

For those in our community that may not know, I'm our area's real estate specialist and I do my best to stay on top of important community news, events and of course reports like the one attached. This report shows stats for the housing market as a whole as well as home values for our neighborhood. Take a look and call me with any questions. I'm here for you!

21

Attached is a copy of the most recent housing report for our community. I wanted to get it your hands as quickly as possible, but we should meet to discuss the details in it and what they mean to your property's value. Let me know a time this week that you're available. Thanks!

22

I just wanted to reach out and check in on you both. I was at the store the other day and I saw a pup that made me think of yours. How are you all doing? :-)



**Postcards need  
to impact in  
seconds!**





# Postcards

Cold, warm & hot direct mail scripts

It's not hard to imagine a beautiful postcard capturing a homeowner's eyes at the mailbox, but the added imagery and limited messaging area will cut your pitch down to one or two brief sentences. If you're going beyond that, filling up the card to its outer limits, then you're not doing it right. You may have had success in the past with long-form content, but short and concise content is more memorable and will help your brand stand the test of time.

But know that Direct Mail is pretty much a disposable billboard. Unless it features something that is worthy of placement on their refrigerator (a photo of their home, a local landmark or an amazing vista that happens to match their lifestyle), then **you have mere seconds to say something**. So, for the price you're paying, it had best be something eye-catching (and good). Unfortunately, "good" is relative. So in order to turn this paradigm on its head, **instead of trying to sell them on something new, continue the story of something they've seen** and pass the ball to the next line of communication.

This is the idea of touches over time where one message and/or one marketing channel just isn't enough to land a product, service or brand. Instead, try to "catch" and then immediately "pass" the ball with continued conversation upon conversation (mailing after mailing), slowly telling a longer, larger brand story. However, not everyone has this timeline or budget. So, if you don't plan on a longer brand-building Direct Mail campaign, then do your best to target homeowners by demographics (such as parents) or areas of interest (such as home renovation). Make the imagery eye-catching and craft a clever, memorable message for the target segment. Let's explore...

**TIP:**

*Your Direct Mail shouldn't have to work alone. Like any synchronized team effort, your other marketing materials (those that land before and those that have yet to arrive) should build on one another to deliver a clear and consistent message over time.*

# POSTCARDS:

Nobody knows your home better than you, but if you'll allow me to, I want to hear your home's story and be your home's advocate. I'm here for you AND your home!



*Your home is **special.**  
Let me tell its story!*



# POSTCARDS:

As a parent myself, I understand that listing a home isn't something that's easy to schedule into your year. But I'm here to help make everything an easy do. Let's get this done together...

*It's a home, not a house.*  
*As a parent, I know the difference.*



**Capture  
their attention  
with clever  
imagery.**



# POSTCARDS:

There's no getting around it. You've put in a lot of hours to help boost your home's value. Now it's time to calculate what those home improvements might be worth... and I can help!

**You've finished the work.**  
*Now calculate your updated ROI...*

# POSTCARDS:

Did you know most home valuations don't factor in views? Don't let your home's million-dollar view slip by! Check this and other factors that affect your home value using this free tool here...

How much is **your** view worth?  
It could add thousands to your home valuation!



# Social Media

Cold, warm & hot Social Media scripts

As much flak as we've given to the "easier paths" of homeowner connection, Social Media is, in fact, a very difficult channel to truly master. Partially because of the technical hurdles that have to be overcome just to enter the space, but mostly because of all of the noise you're competing against once you get there. First, let's address a dynamic factor that makes it tough... the **rules are constantly changing** and the lines of what is either possible, charged a fee for or even morally considerate are constantly in flux.

From privacy settings to cultural efficacy, the same message that played well last year, may not (and we'd argue **will not**) play well again this year. This is because consumers of Social Media, don't **have to** pay attention... after all, there are endless channels available. The positive side to that fact, however, is that **this same audience is hungry for perspective**. So the key to effective Social Media is planting a seed of thought that others can then deliver to their audience in their desired role as a thought leader themselves.

In other words, **you're not seeking to be the agent everyone knows, rather to be the agent they can recommend to their community as their community's thought leader**. By packaging yourself in this way... as the go-to guy or gal, the fixer, the "secret connection" that will get it done right, you're then building a second brand that will have a more viral share-ability. Social Media specialists will encourage asking engaging questions, then engaging in the responses, but going deeper, you can craft messaging that begs to be shared.

**TIP:**

*Today's online audience doesn't want to be told who "the best" is. They want to be the ones that tell others who the best is and to be validated by their sphere as a valuable source of knowledge. Effective Social Media messaging builds on this.*

Keep it  
**light-hearted.**  
Save the  
politics for  
friends.

Butter-side  
**DOWN!**

Butter-side  
**UP!**

# SOCIAL:

1

If you're listing in the neighborhood, be sure to connect with me. I'm the community's real estate expert and I can help!"

2

"Fellow residents... for those looking to make sense of our local housing market, give me a shout. I know our neighborhood's real estate!"

3

"Our community has a rich and luxurious legacy requiring the right attention to detail. So when it comes to real estate care, I'm here for you!"

4

"Our community has so many wonderful amenities. If you're considering listing your home, reach out to me... the area's real estate expert!"

5

"Thinking of listing in our area? Be sure to reach out to me. I'm the community's real estate specialist and I'm here to help!"

6

"There's been a lot of movement here. As a resident (and RE agent), I want to make myself available for your household's questions."

7

"To everyone in the neighborhood. If we haven't yet had a chance to meet in person to talk home market valuations, let me know and I'll reach out."

8

"Neighbors... for those that have questions about the area housing report I put together, let's set a time to meet up."

9

"Who here in the neighborhood hasn't had a chance to meet and go over the recent property report we put together?"

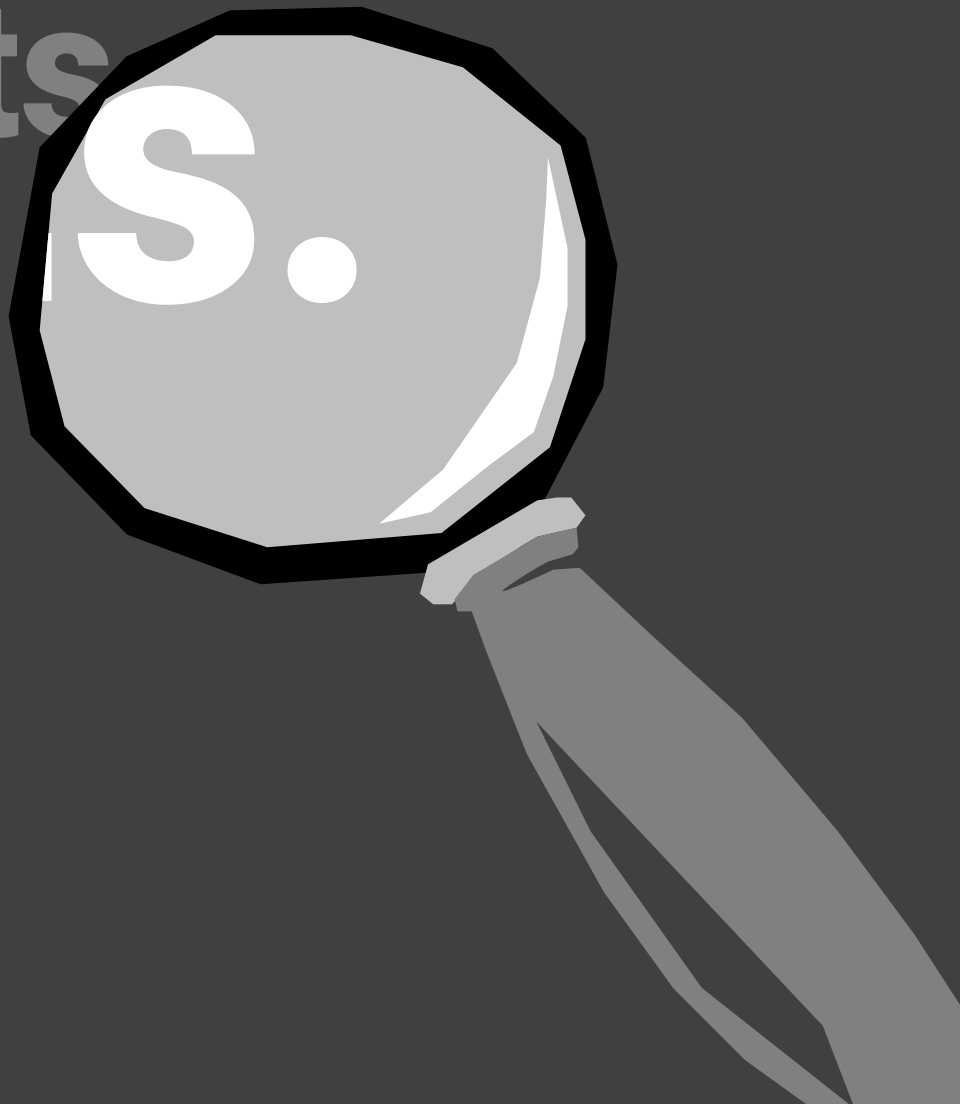
10

"Area residents... if you have any questions about the recent fluctuations in the regional housing market, let's meet up."

11

"If your family needs help listing their home for sale in our community, then reach on out to me. I've helped many of our neighbors."

**Become  
the credible  
source for  
insights**





# SOCIAL:

**12** "Wow! There's been a lot of real estate activity in the area! If anyone knows of someone looking to list, let me know!"

**13** As the community's real estate expert, I wanted to reach out and offer insight for those looking to list in our area. Let's talk!"

**14** Hey everyone... our region's been booming lately! If you know of anyone looking to list their home for sale in the area, let me know!"

**15** "If anyone in the community knows of someone that's thinking of listing in the next year, reach out and let's talk!"

**16** "Neighbors... if you haven't received the area housing report, let me know. It contains important neighborhood valuation info."

**17** "Community bulletin: the community property report has been compiled and is now available to residents. More info here."

**18** "Have you received the community housing report? If not, be sure to reach out and pick one up. It details our home values... etc."

**19** "To all residents... I've assembled a home value report that details property value stats for our area. Head here for more info."

**20** "If you live in our community, be sure to pick up the community home value report I assembled. Details here."



**keep**  
**it short.**



# Texts

## Warm & hot text scripts

With texting, you're ideally looking to connect with a homeowner in a time-sensitive manner or to verify receipt of time-sensitive material. **Time-sensitive is the key** here. Texting is inherently a time-sensitive communication. It's effective, but also potentially-invasive. It's easily abused and it will burn you when it is (more than you may have bargained for). This is why we don't provide cold-call text scripts... because **there is no "Cold" texting**. You'll notice in this section, that all of the scripts build from offline relationships (and that's the only way it works).

If you decide that texting is indeed the best channel for communication with this contact, then your texts should clear and immediately answer their inevitable response: **"Why would you dare interrupt my day with this message?"** If your text doesn't embody the urgency of this, then this may be the wrong communication channel (or at very least, the wrong time in this particular relationship to send this particular message). Center your texts around these core fundamentals for this channel:

- **Make it short and easy to read at a quick glance** (less than 140 characters)
- **Quickly provide the reason for the intrusion** (that thing we were talking about)
- **Provide a clear CTA that only requires a single word response** (Y/N, etc.)
- **Keep it informal and light** ("hey..." or "just catching up...")

**TIP:**

*With texts, you're playing a "me first" card and pushing ahead of a line of people vying for their attention. You won't get many opportunities to do this and it will cost you (perhaps even losing this contact), so savor it and make it good when you need it.*

# TEXTS:

1

"Just wanted to follow up on the area report we talked about. There's a lot in there... can I help make sense of it?"

2

"Hey there... just following up on the neighborhood report. What'd you think? Are you free tomorrow to discuss?"

3

"So what did you think of the neighborhood report? A lot of interesting stuff in there, right? Are you available tomorrow to talk in person?"

4

"Now that you've had a chance to review it, what did you think of the report I dropped off?"

5

"Have you had a chance to review the report we talked about? Obviously, there's a lot of factors to navigating the market. Let's talk."

6

"Hey, have you had a chance to review the market report I sent you? If not, no worries. We can go over it in person. You free tomorrow?"

7

"The neighborhood report I sent you has a lot of details in it. Do you want to get together and discuss what it means for your home value?"

8

"Hey there. I'd like to get together and discuss the area report I gave you (what it means for your home's market value), etc. Wanna grab coffee?"

9

"Wanted to follow up on the neighborhood report I sent out. You free tomorrow to go over it together?"

10

"Hope you're doing great today! What did you think of the neighborhood report...? You got a few minutes to discuss?"

# TEXTS:

**11** "Hope the report was helpful! If you're free next week, let's meet up and go into more detail about the market. Wed work for you?"

**12** "If you have a few minutes I wanted to ask your advice on a home I recently listed in your area."

**13** "Now that you've had a chance to review it, what did you think of the report?"

**14** "Hey. I was hoping to get a minute of your time. I wanted to pick your brain about homes in your neighborhood."

**15** "Hey! What are you doing this Saturday? I'm thinking of a potluck dinner."

**16** "They just opened up the community pool! I'm rounding up the kids and heading on down. Wanna meet over there?"

**17** "Hey... I've heard there's been some crime in the area. I'd like to get the neighbors together to discuss. You up for it?"

**18** "Hey, I'm throwing together an impromptu BBQ. Wanna join?"

**19** "We've had a lot of movement in the real estate market here. If you know of any neighbors looking to sell, let me know!"

**20** "Hey there! Are you interested in a report I put together on home values and other market data for the neighborhood? Let's catch up!"

**21** "Hi! I've put together a report containing home valuations and other market data for the neighborhood. Want to get together and discuss?"

**Put a smile**  
**in your tone.**



# TEXTS:

**22** "I got my hands on an updated report for our neighborhood (home values and other market data). Are you interested in a copy?"

**23** "Hey! Hope your day is going great! =) I found a report on neighborhood home values and other market data and thought you might want a copy."

**24** "Hey there... I found a neighborhood report with home values and other market data. Thought I'd share. What's your email address again?"

**25** "As the neighborhood real estate expert, I've compiled an area report with estimated home values for you. Are you free sometime this week?"

**26** "Hey... it's the neighborhood real estate expert here! I've got a report with area home valuations I thought you might want to see. Coffee?"

**27** "As you know, I've helped list many of our neighbors' homes in the area. I've put together a report with estimated home values. Interested?"

**28** "Hi! I've been compiling a report with home values for our area and I'd like to get a copy into your hands. Are you able to meet?"

**29** "Not sure if you heard but I put together a market report for our area. I'd like to get this into your hands... it's good stuff."

**30** "Are you free in about 15 mins? I'd like to stop by and give you this report my team and I put together for the neighborhood..."



03

**Bonus Material**





# Neighbors

Connecting with neighbors

We love neighbors. They are the core of your community's culture, but even more so, with neighbors, **there's already an established reason for you to connect**. You're their neighbor, after all. From this vantage point, rather quick, trustworthy and potentially-valuable relationships can be built. Think about it... becoming the local expert mostly requires being the most **known** agent on the block. But in many cases, you may be the **only** agent on the block. And this puts you in a very interesting position. Here are some advantages to connecting with neighbors:

- **You know them** (or at very least, you should know them)
- **You have immediate common points of discussion** (your community)
- **You have undeniable access** (you may see them every day on walks)
- **You have interlocked financial interests** (home valuations affect everyone)
- **You likely share common culture & values** (based on the neighborhood)

All things being equal, a great neighborhood bond can go a long way towards establishing your brand in the area. For this reason, we tend to start with those around you and build out from there. We also start from the position that you're fulfilling your obligation by being vocal about your skills and that your neighbors have yet to fulfill their obligation by connecting with you and synchronizing with your expertise in the best interests of the community as a whole.

**TIP:**

*It's **neighborly** to share what you know for the betterment of the community. It's also your responsibility to your neighbors with whom you share so many common interests. Each neighbor's home value depends on each other neighbor maximizing their home resale value.*



# Referrals

Connecting with referrals

Referrals are gems. You've got an untapped resource with built-in trust and an established record of success within their sphere (a client giving you the referral, for example). Everything is pretty much set up for the shot, but if you don't take it fast, then someone else will. On the other hand, overzealous timing can just as easily brick the shot you do take. Successful conversion of referral clients requires striking a balance between a **rapid response** and a **delicate touch**.

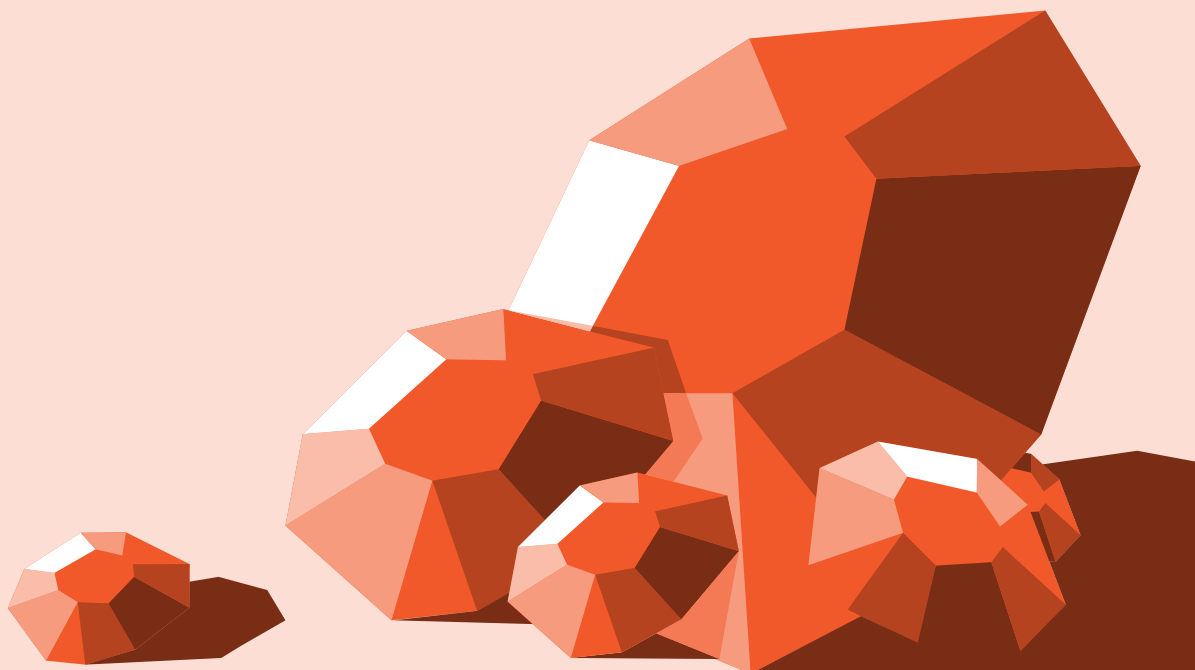
While most agents understand the need for speed with referrals, it's the latter that becomes the concern. It is a common mistake, for example, to pounce on a referral without much plan, relying heavily (if not entirely) on the dropping of your mutual contact's name. And while this may work sometimes, you'd fare better to take a minute to plan out your approach and to treat your new lead with the same level of scrutiny as you do any cold lead. Research their needs based on the info you have for them and adjust your approach to match. **Make your referral the second card you play.**

On the flip side, rushing in for what you think may be an easy win, could easily scare them off, sending your lead to your competition (ouch). Let's say a recent client of yours has said that this person is **definitely** selling their home in the next 60 days and doesn't have an agent lined up. It's a beautiful thing... all lined up and ready for you to make their dream happen. **You have to move fast**, but if you charge in, dropping names and telling the lead what you "know" about them **without demonstrating your willingness to get to know the lead first**, they're going to shut down. Don't creep out your leads by opening with "what you know." Take a few minutes and do your research.

**TIP:**

*Homeowners are sensitive to their privacy. Even if you **know** someone is looking to buy or sell, stating that fact might force them to deny it and then you both lose out on the relationship opportunity. Drop the name, but not your source of info.*

**Referrals are gems.**  
**You've got an **untapped****  
**resource with **built-in****  
**trust and an **established****  
**record of success**  
**within their sphere...**





# Clients

## Connecting with past clients

Don't be so quick to walk away from a closed deal - you're not quite done yet. At least, you shouldn't be. We don't want to come across as cold here, but assuming that you're delivering deep-rooted value to your clients, then each client is worth more to you than that last commission. In fact, future work together will likely far-outweigh anything you've made to date with this lead. So, how do you connect with recent clients? This one's fairly straight-forward... **don't disconnect**.

That said, many agents will close out of a transaction, shake hands and move on without any off-boarding plan in place. This off-boarding could be a "welcome home" gift basket, an exchange of fun marketing materials for their friends and family, a referral and testimonial process to capture their enthusiasm for future marketing and so on. Your client should then be immediately placed into a long-term drip marketing campaign where they're kept in close orbit with your brand.

But what about older clients? Assuming that you have a good line of communication, do what you did before. The only change we'd recommend is... **build on your relationship**. Your contact and their needs are going to evolve over time and so too should your relationship. They may have despised Facebook the last time you spoke, but now live in that space. All this is to say... roll with what worked then, but remain open to expanding your relationship into what works now. Just reach on out. Start slow... coffee is an easy win and "just catching up" is an easy why.

**TIP:**

*The key to successful, long-term client relationships is to never lose contact. Build a sustainable, automated drip marketing campaign that goes on indefinitely. As each transaction completes, place the contact into this stream of communication.*



# Teams

## Communicating as a team

If you're working within a team, you've got a lot to work with. You won't just be able to leverage individual skills, you'll be able to compound skills and build off of the sort of synergy that only a well-coordinated collective of professionals can deliver. Unfortunately... **working in a group isn't the same as working as a team**. The difference is communication, shared interest and respect - and it should be palpable. In other words, if your clients can't tell that you respect your team and even **rely on your team**, then you may not be peaking at the full value: **legendary team status**.

What's legendary team status? You already know. A king that respects his queen and a queen that respects her king... a kingdom that respects their royal family and a royal family that respects their kingdom. There's just nothing like it. You can't take respect, but you can give it. And if you run your business in similar fashion, then the rumor of your team alone will bolster your credibility (if not also the numbers). Couple this with delivery of valuable service and a solid dose of humility and you're becoming a legendary team. Remember... results are assumed, attitude is the variable.

The key to this level of teamplay is coordination and planning - **deliberate passing of the ball**. Many agents will make the mistake of assuming that the more **they handle**, the less their teammates **have to handle**. But **a well-honed team passes the ball almost unnecessarily**. Naturally, you don't want to waste anyone's time, let alone your client's, but if passing the ball out of necessity is so practiced that landing the pass becomes a certainty, then you've built a solid team. All you need to do now, is consciously market that mutual respect and reliability in your messaging.

**TIP:**

*The secret to leveraging a team is building each other up. It's not enough to simply have a team or to be in a team - you need to actively demonstrate your faith in the team in nearly every conversation and nearly every action.*

**Rebuild  
those  
out-dated  
systems.**



# Old Networks

## Re-establishing broken connections

If a large number of deals aren't closed from past clients then you're about to learn a painful, yet rewarding truth about networks... they always wanted to continue to do business with you, but you never asked. The good news is that there's plenty of time to catch up with those you that can still reach. The key to this sort of dated relationship is the reason why... out of the blue... you're connecting with them now. So first, **you're going to want to establish a reason** you can both digest (one that allows you both to "save face"). Then you're going to want to establish the **why now** reasoning. This could be:

- **You're buying/selling new property types and want their advice**
- **You're researching for a buyer or seller that's asking about their area**
- **You ran across a mutual friend that mentioned their name**

It's all about having a "good reason" in pocket. Essentially... it's "bad form" to have dropped off their radar in the first place. Either the relationship ended on bad terms, you forgot about them or you just didn't care enough to stay in touch. None of these are really solid ground. As you'll see from the examples above, you don't want to drop excuses for your absence in their life, instead, you're focusing on the possibility of a re-sparked connection based on something new that has come up. Don't focus on why you didn't stay connected, focus on why you are connecting now.

**TIP**

*Losing connection with a contact in your sphere goes against the fundamentals of farming. It's always better late than never and with time, the awkwardness will only compound. Don't let your business's future become awkward.*



# All This to Say

Wrap-up

Look, if you're seeking connection with homeowners, then you'll benefit from actually knowing them. Unfortunately, you've likely gotten so good at "reaching out" to them with an expanded set of marketing tools and channels that you haven't had to really listen in a while. As you've seen in this ebook, **we encourage dialog**. Just because it's scripted doesn't mean it's fake. These are templates designed to inspire communication, real connection. So...

All this to say: **make it yours and just do it**. If you're looking for something you can point to for this year's spike in business growth and a reason for your reinvigorated happiness in your chosen career path, why not let this be it. Homeowners need you, but our industry has largely let them down and that has seeped into the foundation of most of our relationships. As a whole, we've become complacent and disconnected... we all have.

But, you can be the one that turns this tide. You can be the agent that connects. Connects dreams, connects financial goals, connects answers to questions and connects friends, family, and colleagues. Hopefully, these scripts and our methodologies will aid you in this endeavor. Go get em, tiger. :-)



***Ready to change things up?*** If you're not already putting all that offr's has to use in your business, then schedule a demo today and see what your business could be this coming year.

**[www.offrs.com](http://www.offrs.com)**

The logo for 'offr's' is written in a white, cursive script font. The letters are thick and have a soft, cloud-like white outline that gives it a bubbly, friendly appearance. The word is positioned in the lower-left quadrant of the page.