

Jacqueline's TOOLKIT

TOP PERFORMING CTAS

Active listing:

"I just got a listing at 123 Hubba Hubba street in your neighborhood. I have not placed a sign in the yard yet. It will be marketed to the general public next week. I'm calling current homeowners to give you the first opportunity to pick your next neighbor. Which one of your friends or family members are looking to move into your neighborhood?"

Recently sold:

"I or (my company) just sold your neighbor's house 123 Hubba Hubba Street. We had 3 offers and two buyers missed the opportunity to purchase in your neighborhood. We are actively seeking homes for these sweet families. Have you heard any of your neighbors talk about selling?"

With buyer in mind:

I have often knocked on the door with my buyer after she chose her favorite houses in the neighborhood.

"123 Hubba Hubba street sold last week for 600K - my friend Jane Doe, here missed the opportunity to purchase 123 Hubba Hubba Street. Are you planning to make a move in the next 6-12 months?"