

**EXPLOSIVE SALES GROWTH IN REAL ESTATE  
SPHERE - NEIGHBORHOOD MARKET UPDATE SCRIPT**

**Agent:** “Hey (Friend/Homeowner Name). It’s (Your Name). How are you?”

**Homeowner:** “We’re good. How are you?”

**Agent:** “Great. I was just calling to share some information you might find interesting. Do you have a couple minutes?”

**Homeowner:** “Sure.”

**Agent:** “Perfect. Well, I like to stay on top of the market, so I can offer value to my clients in pricing and negotiating. In the process of checking out the recently sold properties, I noticed that 28 Main Street right down the street from your house sold for \$430,000.

I know you guys probably aren’t thinking about moving right now, but I thought you might be interested to know since it has similar beds and baths as your house.”

**Homeowner:** “Thanks a lot.”

**Agent:** “Hey (Homeowner Name), one last thing. Would you do me a huge favor?”

**Homeowner:** “Sure.”

**Agent:** “You guys are in a great neighborhood. We always have buyers checking that area out, but sometimes the specific homes available just aren’t a fit. If you hear of anyone in your neighborhood even thinking about selling, would you let me know? I would love to get some of our buyers in there.”

**Homeowner:** “Sure.”

**Agent:** “Thanks, (Homeowner Name). I appreciate it. Let us know if you need anything. Talk with you soon.”