

Keller Center for Research

Cold Calling Script

1. Thank you for taking my call
2. My name is _____, with Keller Williams Realty. The reason why I am calling is to update people as to what is happening in Real Estate today.
3. As of right now, a home purchased today will cost on average, \$160 less a month than it did a year ago. That is an annual savings of nearly \$1900. Over 10 years, that could equate to a total savings of \$19,000. The tax credit the government was offering a year and a half ago was only \$8000.
4. Who do you know that would be interested in taking advantage of these savings?
5. Oh, by the way, have you thought of taking advantage of these savings by upsizing or downsizing your current home?
6. How long have you lived in your home?
7. When do you think you would make a Real Estate change?
8. Where did you move from?
9. How did you happen to pick your current home/area?
10. If you were to move, where would you go next?
 - a. If they give you a place, then ask #11, if they do not, then skip to #12.
11. When would that be? (Optional, only if they give you a place for #10)
12. Thank you for taking the time to answer these questions.
13. If you think of anyone who may want to buy or sell a home, my name again is _____, with Keller Williams Realty.
14. You can reach me at (_____) _____ - _____.

Voice Mail Script

1. Hello, my name is _____, with Keller Williams Realty. The reason why I am calling is to update people as to what is happening in Real Estate today, and the opportunities in the market that both buyers and sellers are taking advantage of.
2. If you or anyone you know is thinking of selling or buying a home, then they need to know this information. Please have them call me, state you name, with Keller Williams Realty, at (_____) _____ - _____.