Cold Calling

Cold calling remains one of the most powerful ways to create new opportunities — whether you're looking for a lead today or building long-term relationships as part of a larger prospecting strategy like farming. In this section, you'll learn how to master the art of effective cold calling, from mindset to execution. We'll cover the importance of compliance, including mandatory use of the Do Not Call list through Telelisting to protect yourself and your business. You'll also find proven, real-world scripts designed to help you confidently start conversations, uncover opportunities, and book appointments. Whether you're new to cold calling or looking to sharpen your skills, this section will give you the tools to turn conversations into clients.

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Telelisting Service Instructions

Using Telelisting for Do Not Call Compliance and Prospecting

Purpose:

This SOP outlines the process for Century 21 Heritage Group agents to properly use **Telelisting** — our designated tool for accessing phone numbers, organizing prospecting lists, and complying with Canada's **Do Not Call List (DNCL)**regulations.

Scope:

All licensed sales representatives and brokers at Century 21 Heritage Group must use Telelisting for outbound prospecting calls, including daily lead generation and long-term farming strategies.

Policy:

• **Century 21 Heritage Group** subscribes to the National **Do Not Call List (DNCL)** for all agents.

• **Telelisting** is provided to every agent **free of charge** to ensure full legal compliance.

• **Telelisting** also offers powerful organizational tools to help agents efficiently track and manage prospecting activities.

Procedure:

1. **Accessing Telelisting:**

• Agents can find the **Telelisting login link** inside the **Brokerage Hub** in **Remarketer**.

• Login credentials were sent during onboarding to each agent's **Century 21 email address** (e.g., firstname.lastname@century21.ca).

• **Important:** Always use your Century 21 Heritage Group email address to log in.

2. **First-Time Login:**

• After clicking the link, you will land on the Telelisting login page.

• Enter your **Century 21 email** and password.

• If you experience issues logging in:

• Click **"Forgot Password"**.

• Enter your **Century 21 email address** to reset your password.

• Follow the reset instructions sent to your inbox.

3. **Navigating Telelisting:**

• Once logged in, click on **"Access the Phone Book"** to begin.

• A simple way to start is by using the **Map Search** feature:

• Enter the **city** you want to call.

• Draw a line around the **specific area or street** you want to target for calls.

• Telelisting will generate a list of phone numbers within that area.

4. **Understanding the DNCL Indicators:**

• **Anything highlighted in RED** indicates a **Do Not Call (DNCL) number**.

• *You must not call any number that is marked in red.*

• Focus your calling efforts on numbers that are not flagged.

5. **Organizing and Tracking Calls:**

• Create call lists (e.g., “Today’s Leads,” “Farm Area Follow-Up,” etc.).

• Record the outcome of each call (e.g., “Spoke to Owner,” “Left Voicemail,” “Not in Service”) directly within Telelisting.

• Use Telelisting’s tracking features to monitor your daily, weekly, and monthly call activities.

Compliance Reminders:

• **Always verify** your call list against Telelisting before dialing.

• **Never call** a number flagged as DNCL (in red).

• **Do not share** Telelisting login information or downloaded call lists with anyone.

• Following this process protects you and the brokerage from potential legal and financial penalties.

Support:

• If you experience login problems:

• First try the **“Forgot Password”** reset.

• If further help is needed, contact the **Century 21 Heritage Group Administrative Team** or your **Sales Manager** for assistance.

Cold Calling Just Listed/Sold Properties

Description:

The *Just Listed / Just Sold* Cold Calling Program is an effective strategies for identifying new listing opportunities.

Studies show that **homeowners living near a recent listing or sale are 37% more likely to consider selling** — especially within the first 7 days of the event.

This program targets homeowners' natural curiosity:

• What did the home list for?

• What did it sell for?

• How does it affect the value of *their* home?

By leveraging recent market activity, you offer immediate value to homeowners and open the door for real conversations about their future plans.

Tangent will provide you with a fresh list each week, highlighting homes that have just listed or sold, including the specific target streets for your Cold Calling.

Key Steps for the Program:

1. **Search MLS** for Homes Sold in the last 7 days or homes listing in the last 7 days.

2. **Target the street** where the listing or sale occurred (and adjacent streets if time allows).

3. **Cold Call** with a simple, value-driven conversation: share the news and offer a free home evaluation.

4. **Capture interest**: Offer to send a market update, or schedule a quick visit if they're considering selling.

5. **Follow-up**: Add interested homeowners to your database for ongoing nurturing.

Goal:

Position yourself as *the expert* who knows what's happening in the neighborhood — and the one homeowners will call when they're ready to move.

Cold Calling Scripts – Just Listed / Just Sold Program

1. Quick Intro Script:

Agent:

Hi there! I'm [Your Name] with [Your Brokerage], and I just wanted to call because a home right here on [Street Name] was **just [listed/sold] this week**.

Most homeowners are curious what it sold for — and how it might affect the value of their home. Would you like a quick update?

(If yes)

I'd be happy to provide a detailed market snapshot, or even a complimentary home evaluation — no strings attached.

(If no)

No worries at all — I'll leave this with you in case you're curious later. Have a great day!

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2. Value-Based Script (relationship builder):

Agent:

Hi! I'm [Your Name] with [Your Brokerage]. I work a lot in this area, and a home just [sold/listed] on [Street Name] — you may have seen the sign.

Homeowners around here are often curious:

"What did it go for?" and "Does it mean my home is worth more?"

I'm offering free market updates this week — really simple, no pressure — just a snapshot of where your home stands in today's market.

Is that something you'd find helpful?

(If yes)

Perfect! I'll grab a bit of info and drop it off or email it to you.

(If they mention selling)

Amazing — let's schedule a time that works to take a closer look at your home and give you a true valuation.

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3. Close-for-Appointment Script:

Agent:

If I could show you what your home could sell for in today’s market — and a few ways to **maximize its value** with no upfront cost — would you be open to a quick 15-minute walkthrough?

Even if you’re not planning to sell now, it never hurts to have a number in mind.

I have time [insert two date/time options] — what works best?

Cold Calling Scripts - Full Folder

Cold Calling Scripts

Success in cold calling often comes down to having the right words at the right time. In this section, you'll find a collection of proven scripts designed to help you start conversations, build rapport, handle objections, and book appointments with confidence. Whether you're calling for new listings, following up with farm areas, or reaching out to past clients, you'll find scripts tailored to different situations and styles.

A link to the script folder is provided below — we encourage you to **try different approaches**, **adapt them to your voice**, and **practice regularly** to find the style that feels most natural for you. Great scripts are a foundation, but *your energy and authenticity are what turn cold calls into real opportunities.*

Best Practices for Using Scripts

Scripts are a powerful starting point, but the most successful agents personalize them to fit their own voice and style. Before you start making live calls, take time to **practice your chosen scripts aloud** — roleplay with a partner, record yourself, or even practice in front of a mirror. Focus on **sounding natural**, not robotic.

Remember: *people respond to energy, confidence, and authenticity*. Treat each call like a real conversation, not a script reading. The more comfortable you are with the material, the more genuine and effective your calls will be.

Click Here For The Cold Call Folder Of Scripts

Scripts

Scripts

1. Rob Vivian Style: High-Energy Cold Call

Purpose: Quickly build rapport and position yourself as a knowledgeable, confident expert.

Script:

> "Hi, it's [Your Name] from Century 21 Heritage Group! I hope I'm not catching you at a bad time? [Pause for response] Just wanted to give you a quick heads-up — we're seeing a lot of movement in your neighborhood. Homes like yours are getting attention and I thought you'd want to know what that means for your property value. Have you had any thoughts about making a move in the next year or so?"

Tip: Rob Vivian stresses energy — sound upbeat, ready to help.

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2. Richard Robbins Style: Relationship-Based Cold Call

Purpose: Position yourself as a trusted advisor, not a pushy salesperson.

Script:

> "Hi, [First Name]! My name is [Your Name] with Century 21 Heritage Group. I’m reaching out because we're working with a few buyers who are looking

> specifically in your neighborhood. Even if you're not planning to sell now, would you be open to having a quick conversation about your home's value today or in the future?"

Tip: Richard Robbins emphasizes building a relationship over time — offer help without pressure.

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3. Mike Ferry Style: Direct Approach

Purpose: Quickly identify motivated sellers.

Script:

> "Good morning, this is [Your Name] with Century 21 Heritage Group. I'm calling homeowners today to ask a simple question: When do you plan on moving?"

(If they say "Not planning to move")

> "I completely understand! Just curious — if you *were* to move, where would you go next?"

Tip: Mike Ferry is about efficiency — focus on finding serious prospects fast.

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4. Chris Leader Style: Warm Prospecting Call

Purpose: Create natural conversations and warm leads.

Script:

> "Hi, it’s [Your Name] from Century 21 Heritage Group. I work with a lot of families in your area and just wanted to introduce myself. If you ever need a

> second opinion on the market, home values, or anything real estate-related, I'm happy to help. No pressure at all — just thought I'd say hello."

Tip: Chris Leader believes in long-term relationship building — stay friendly and human.

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5. Door Knocking Program: Just Listed / Just Sold

Purpose: Leverage recent activity to spark curiosity and listing leads.

Script (Door Knock):

> "Hi there! I'm [Your Name] with Century 21 Heritage Group. I just wanted to personally let you know that a home right here on [Street Name] just [listed/sold]. It’s created a lot of interest, and we're wondering if you or anyone you know might be considering selling. A lot of homeowners are curious what this market could mean for their own home's value. Would you like a free, no-obligation update?"

Leave Behind:

- "Local Market Activity Report"
- "Home Evaluation Offer"
- Personal Business Card

Tip: Door knocking is about curiosity and adding value immediately. Be prepared to offer real data.

[Note for Agents:]

> Scripts are a *starting point*. Make them your own, adapt your tone based on the conversation, and always *listen first*.

> Want more scripts? Check out the "Cold Calling Scripts" folder linked in your Complete Agent Playbook!