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:

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> "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:

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> "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*.

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

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