Door Knocking

Door knocking remains one of the most powerful ways for a Complete Agent to build relationships, generate new leads, and stay top of mind in a community. It offers face-to-face engagement, the chance to deliver real-time market information, and the opportunity to create genuine conversations. Whether you’re promoting a new listing, introducing yourself as a local expert, or helping a buyer find a home, door knocking builds trust through personal connection.

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Just Listed / Just Sold Program

Description:

The *Just Listed / Just Sold* Door Knocking Program is one of the most 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 door knocking.

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. **Door knock** 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.

Door Knocking Scripts – Just Listed / Just Sold Program

1. Quick Intro Script (for fast drop-ins):

Agent:

Hi there! I'm [Your Name] with [Your Brokerage], and I just wanted to quickly stop by 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?

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4. Script for Leaving a Flyer (no answer):

Note on flyer or voice mail:

Hi! This is [Your Name] with [Your Brokerage]. A home on your street was just [listed/sold] and I wanted to offer you a quick market update — many homeowners are surprised at what their home is now worth.

If you'd like a complimentary home evaluation or neighborhood report, feel free to call or text me at [Your Phone].

No pressure — just great info when you need it.

— [Your Name]

CLICK HERE FOR OUR SCRIPTS FOLDER

Scripts

Door Knocking Scripts Inspired by Top Real Estate Coaches

Introduction:

Door knocking remains one of the most powerful ways to build real estate business relationships. Using a blend of the styles of Rob Vivian, Richard Robbins, Mike Ferry, and Chris Leader, the following scripts are crafted to be direct, personal, actionable, and value-based. These scripts are flexible templates - feel free to adjust them based on your style, the property's situation, and your local market conditions.

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1. The Direct Introduction (Rob Vivian Style)

Script:

"Hi, my name is [Name], and I'm a local real estate agent with Century 21 Heritage Group. I'm not here to sell you anything today. I'm just introducing myself to homeowners in the area. If you're ever curious about the value of your home or need advice, I'd love to be a resource for you. Here's my card. Have a fantastic day!"

> *Key Tip: Keep it short, confident, and to the point. Rob Vivian believes in removing pressure immediately.*

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2. Relationship Builder (Richard Robbins Style)

Script:

"Good afternoon! I'm [Name] with Century 21 Heritage Group. I just wanted to personally introduce myself. We work extensively in this neighborhood, and we're proud to help families make informed real estate decisions. Even if you're not thinking about moving, I'd be happy to keep you updated on how the market impacts your investment. May I leave you with a quick market snapshot for the area?"

> *Key Tip: Richard emphasizes long-term trust over immediate sales. Offer genuine value without asking for anything.*

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3. Action and Results Focused (Mike Ferry Style)

Script:

"Hi, I'm [Name] with Century 21 Heritage Group. Quick question: When do you plan on moving? [Pause for answer]

(If "No plans") "Perfect, I appreciate you letting me know. I'm working with several buyers who are interested in this area. Would you consider selling if the price was right?"

(If "Maybe someday") "Excellent! Would you like a free, no-obligation estimate of what your home could sell for in today's market? It might surprise you."

> *Key Tip: Mike Ferry teaches to ask qualifying questions immediately. It's about identifying real opportunities.*

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4. Providing Real Value (Chris Leader Style)

Script:

"Hi, I'm [Name] with Century 21 Heritage Group. I specialize in homes right here in [Neighborhood Name]. I'm out today sharing a free "Homeowner Value Guide" that covers what's happening in real estate, what buyers are looking for, and tips for increasing your home's value whether you plan to move next month or ten years from now. Would you like me to leave you a copy?"

> *Key Tip: Chris focuses on professionalism and providing something of value every time, with or without immediate business.*

Quick Door Knocking Tips (Common Across All Coaches):

- Smile and make eye contact.
- Stand back from the door after knocking to appear non-threatening.
- Have something to offer (market update, home value guide, business card).
- Accept "no" gracefully. It's about planting seeds.
- Track your conversations for future follow-ups.
- Be consistent: one conversation today could be a client tomorrow.

Closing Thought:

Success in door knocking isn't about closing every conversation. It's about creating familiarity, trust, and being the name that homeowners think of when the time is right. Bring energy, bring professionalism, and most importantly, bring genuine care.

Scripts - Full Folder

Scripts & Dialogues Resource Library

Welcome to the **Scripts & Dialogues Resource Library**.

This section contains a direct link to our full collection of real estate scripts and dialogues, organized for easy access. Whether you are prospecting, following up, presenting, or closing, you'll find scripts designed to support every stage of your client relationships.

Use this library to:

• Build confidence in your conversations.

• Customize scripts to fit your personal style.

• Sharpen your skills in prospecting, listing presentations, buyer consultations, and objection handling.

• Stay consistent with the language and systems used by top-performing agents.

Click the link below to explore the full folder of scripts and dialogues whenever you need inspiration, practice, or a quick refresh.

> *Pro Tip:* Set aside time weekly to practice and role-play with a colleague. Mastery is built through repetition.

Click Here For Access To Shared Folder

Nosy Neighbor Program

Purpose:

The Nosy Neighbor Program is designed to create meaningful connections with homeowners in target neighborhoods, collect valuable contact information, and provide ongoing market updates that build trust and long-term relationships. The goal is to stay top of mind for future listings, referrals, and real estate opportunities.

Step 1: Select Your Target Area

- Choose a neighborhood strategically.
- Prioritize areas where there has recently been a **listing, sale, or pending sale** to capitalize on the higher likelihood of neighbors being curious about the market.

Step 2: Prepare Your Materials

- Bring a **clipboard or notepad** for easy information capture.
- Have a **simple handout** or **business card** to leave behind.
- Prepare a short script explaining the Nosy Neighbor Program.

Step 3: Door Knock Introduction

When the homeowner answers:

Script Example: "Hi! My name is [Your Name] with Century 21 Heritage Group. I'm running a neighborhood program called **Nosy Neighbor**. It’s super simple — it just keeps you up to date whenever a home in your immediate area gets listed or sold. Would you like me to set you up so you’re always in the know about what's happening around you? It's completely free and no obligation."

- Smile, be casual, and genuine.
- Focus on offering **value first**, not asking for a sale.

Step 4: Collect Information

If they agree:

- Record their **name, address, phone number, and email**.
- Confirm how they prefer to receive updates (email or text).

If they decline:

- Thank them politely and move on.
- Leave your card or handout in case they change their mind later.

Step 5: Set Up Their Property Search

- Enter their information into your **MLS Prospect Search** or your **Lead Generation CRM**.
- Set the search parameters tightly to include:
  - New listings
  - Price changes
  - Pending or sold properties
- Ensure updates are sent automatically as soon as new activity happens in their area.

Step 6: Add to Your CRM for Ongoing Marketing

- Create a contact profile with:
  - Full address
  - Notes about the conversation
  - "Nosy Neighbor" program tag or label
- Add them to appropriate drip campaigns for:
  - Market Updates
  - Client Appreciation Events
  - Seasonal Pop-By Gifts

Step 7: Follow-Up and Nurture

- **Quarterly:** Drop off a small "pop-by" gift (seasonal item, handwritten note, etc.) to stay connected.
- **Annually:** Offer a free home valuation update.
- **Occasionally:** Send community news or invite them to local events.

Pro Tip:

People are "nosy" by nature — they’re curious about what’s happening around them. When you consistently feed that curiosity **with professionalism and value**, you build a relationship that naturally leads to listings, referrals, and long-term clients.