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.

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