# Scripts

## Door Knocking Scripts Inspired by Top Real Estate Coaches

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**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.*

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# 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.

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**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.

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