 

**Help Us Pick Your New Neighbor Strategy**

Today’s consumer is more interested in highly relevant, --hyper local information, than what you as the agent have accomplished!

The old “Just Listed” strategy of sending postcards is informative, but doesn’t offer the engagement or conversation that these prospects crave. When a property in a given area is listed for sale, the opportunity presents itself to the real estate and mortgage professional to ask for the “***help”*** of the immediate neighbors to find a new neighbor. No one has a more vested interest in a community than the people who live there, so inviting them to help find a neighbor gives them permission and an opportunity to engage with you as professionals on a more personal basis.

Whether you can knock doors, deliver flyers-- or use direct mail, asking the property owners around a newly listed property-- is a premiere way to meet them, respectfully ask for their help and participation and helps build the bridge of trust for the professionals and brand them to the area. By regularly deploying a “Help Us Pick Your New Neighbor” campaign--the real estate agent and their lender partner are on their way to dominating the area with positive, “value added services” that go beyond a simple announcement of a property for sale.

**Help Us Pick Your New Neighbor Script:**

Changes in your Neighborhood!

Did you know that the property at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is now being offered for sale?

We want to help you pick a new neighbor! Do call any friends, family members, or co-workers and let them know!

If you know of anyone who has often said, “We’d love to live in your neighborhood” call us and we’ll be happy to help before this property is SOLD!

This property will not last long… so don’t miss this chance to pick your new neighbor!

IF IVR: For 24 hour/ 7 Day a week recorded information, please call our toll free number: 800-555-5555 x 2

IF NO IVR: No obligation! We’re here to help!

Realtor and Loan Originator Sign here with logos

Letter/Postcard or Door knocking script

Copyright© 2016- Michael F. White-IMT.com & Terri Murphy Communications, Inc.