

SCRIPT 1:

There are [Insert Number] Realtors® in [Insert Area], but only a few are brave enough to tell you the truth:

The real estate gold rush is over. But this might surprise you...

Just last month [Insert Number] people bought a home in [Insert Area].

As a [Insert Your Team] client, you'll win in any market because:

- [Insert Unique Value Prop] *You'll work with the #1 team at Coldwell Banker Kapalua*
- [Insert Unique Value Prop] *You'll maximize your profit with our professional marketing and advertising*
- [Insert Unique Value Prop] *You'll have the top 1% of real estate teams in the US on your side (with \$1B in sales to prove it)*

If you're thinking of selling, the first step is to get your home's accurate value. Text your address to [Insert Number], and I'll prepare it for you today.

[Insert Agent Name]

SCRIPT 2:

Your neighbor hired our expert team to represent them in the sale of their home at [Insert Address].

The results?

- [Result #1] *The home sold for \$15,000 over ask.*
- [Result #2] *We sold it before it even hit the market.*
- [Result #3] *And the homeowners used our Compass Concierge services to make necessary repairs prior to the sale with ZERO upfront costs.*

The [Insert Area] market is still very hot. Local home values have gone up [Insert %] in the last year.

If you want to take advantage of your home's increased value today, call me at [Insert Number].

Thank you,

[Insert Agent]

SCRIPT 3:

Forget the doomsday headlines about the housing market. If you're on the fence about selling, I have good news that puts the numbers in perspective:

Compared to this time last year, the average sales price in [Insert Area] is up more than [Insert \$].

But that still doesn't solve your #1 concern: "Where will I go if I sell now?"

At [team], we have 2 rules for every client:

1. You should never buy a house you don't love.
2. You should never buy a house that causes a major financial strain.

Here's what to do next:

If you're considering selling, but worried about finding a new home, text me at [Insert Number] for a personal consultation.

We'll strategize a winning plan to help you overcome what feels impossible.

Sincerely,

[Insert Agent Name]