



## SCRIPT: OPEN HOUSE Video DEMO [HERE](#)

Thank you for visiting my Open House today. As a token of my appreciation for coming by, I would like to leave you with these statistics I provide my clients each month. Anything *up to 11%* indicates a Buyer's Market as per the Real Estate Board. We break the report down by price and neighbourhoods.

*[Wait for reaction of interest]*

If you like, after the open house today, *[pick up and start flipping through the full Report stapled in booklet format and in colour]* I can email you the full report which shows you all the suggested Buyer Markets from [state first area to last area of report ie Burnaby to Maple Ridge].

## SCRIPT: DOOR KNOCKING Safety Video [HERE](#)

- “Hello, real estate here (or state your name and co.) Are you thinking of **moving** in the near future?” Expect to get a no here.
- “Thank you for your time.” They will drop their guard now so then ask;
- “When I find a home today, who do you know that’s thinking of moving into the area, do you know a friend or relative?” Expect another no.
- Ease off a bit say “May I have your name please?”
- “Mrs. Smith when are you planning on moving?” Because they have rejected you three times they will more than likely tell you the truth such as; *Well we won't be moving for at least three years.*
- “Do you mind if I stay in touch and come back to see you every now and again?” They will yes because they essentially don't believe you.
- “Thank you for your time. As a token of my appreciation I would like to leave you with these neighbourhood statistics I provide my clients each month. The Sales Ratio % helps define the speed of the market (in a Buyer's market say “Anything over 20% is indicative of a Seller's market as per the Real Estate Board.” We break the report down by price and neighbourhoods. ***[Wait for reaction of interest]*** If you like I can email this to you every month.”

*The above script in part is based on Michael Kies (Australia) door knocking script. For more details on his door knocking script and technique: <https://youtu.be/TntCW--8lmI>*

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**OPTION:** Provide them with a FREE bonus gift such as the SnapStats [How to Use a Fire Extinguisher](#) or [Laundry Care Symbols](#) poster that you can **brand** with your contact information. You can find it in our [Members Resource Centre](#) under Tools: Business & Calculators (search for ‘Client Appreciation’ and ‘branding.’)

**IMPORTANT:** Be sure to email your SnapStats report within the time frame promised to instill trust in the potential lead.