

Seller Check-In Call Call all your sellers at least once a week.

Weekly Check-In Dialogue #1

"Hi [Wendy], I just wanted to give you an update on your home. I want you to know that getting your home sold is a high priority to me and we're doing everything possible to get it sold.

Here's what we've accomplished this week: [insert progress here]

Based on what we've done so far, this is what I'm hoping will happen and I'll check in with you again next week to let you know how things went."

Weekly Check-In Dialogue #2

Agent: "Hello, [Bob], how are you doing?"

Seller: "Good [John], how are you?"

Agent: "I'm doing OK and I'll be doing a lot better once we get your home sold. I have a great desire to get your home sold."

"I have been working nonstop letting as many buyers as possible know about your home. I will continue to work hard. My goal is to have your home sold within the next 30 days!"

"Here's what happened this week. We had 3 agents call for availability, we got one showing. I asked the person who showed it, 'What do you think?'. They liked it, but they're looking at others. Just wanted to give you an update. Here's what's going on, and just so you know, next week I'm planning on doing the broker's caravan on Tuesday, and I'll let you know the feedback we get."

Follow up with a personal note:

The act of writing and sending a personal note is more important than the content of that note.

You can say, "I'm doing everything possible to sell your home. Selling your home is a high priority for me. I'll be in touch."

Every week, be sure to follow up with a personal note – it shows you're continuing to work on the seller's behalf.