

Talking Points for MEGA SURGE

1. Inviting Prospects to your MEGA Open House Event:

Hello.... My name is (Name) with Berkshire Hathaway HomeServices Georgia Properties. We will be hosting a special MEGA Open House event on Sunday afternoon from 2-5 at 123 Main Street. ***Did you know this home was for sale?***

The owners are (Owner Name and Name) and we are getting the word out to the local area since you may know someone who would be interested in becoming your new neighbor. ***Who do you know that might want to live in this community?***

Wonderful... Again, the Open House event is Sunday afternoon from 2-5. We would love for you to come by to see the home and help us find your new neighbors. We will be giving away an Alexa Prize Pack to one lucky sweepstakes winner. The prize pack includes an Alexa Show, Alexa Spot and 4-pack of smart outlets. You never know – it could be your lucky day! We can also show you our exclusive Buyer Market Analysis that shows real buyers looking in your neighborhood. As we market this beautiful property, we expect to attract a significant number of qualified buyers. It is often the case that a specific property may not be quite right or someone else may beat them to the opportunity. ***Do you know other neighbors that might be interested in selling to these potential buyers? By the way, have you ever considered selling your home?***

Thanks again and we look forward to seeing you Sunday afternoon!

2. Video Script for Inviting Visitors to the Open House

Hello.... My name is (Name) with Berkshire Hathaway HomeServices Georgia Properties. We will be hosting a special MEGA Open House on Sunday afternoon from 2-5 at 123 Main Street. The owners are (Owner Name and Name) and we are getting the word out to the local area since you may know someone who would be interested in becoming your new neighbor. We will be giving away an Alexa Prize Pack to one lucky sweepstakes winner. The prize pack includes an Alexa Show, Alexa Spot and 4-pack of smart outlets. You never know – it could be your lucky day!

We can also show you our exclusive Buyer Market Analysis that shows real buyers looking in your neighborhood. As we market this amazing property, we expect to attract a significant number of qualified buyers. It is often the case that a specific property may not be quite right or someone else may beat them to the opportunity. If you or other neighbors might be interested in selling, please let us know.

Thanks again and we look forward to seeing you Sunday afternoon! You can reach us by calling or texting to (phone number), send us an email at (email) or visit our website at (website URL).

3. Getting an Appointment

Hello.... My name is (Name) with Berkshire Hathaway HomeServices Georgia Properties. We will be hosting a special MEGA Open House on Sunday afternoon from 2-5 at 123 Main Street. ***Did you know this home was for sale?***

The owners are (Owner Name and Name) and we are getting the word out to the local area since you may know someone who would be interested in becoming your new neighbor. I would love to come by and meet you.

(optional) I can bring you a couple of reports that you might find interesting. Our exclusive Buyer Market Analysis shows the active buyers looking right now in your neighborhood. I can also show local home value estimates plus the properties that have recently sold and properties that are currently listed for sale. Your home is a significant asset and it is good to know your property value as the market changes over time.

What is the best time for you?

What is the best phone number and email to reach you?

Great. I look forward to meeting you on (date) and (time).

4. Open House Visitors

Welcome. Please come in. Hi... I am (name) with Berkshire Hathaway HomeServices Georgia Properties.

What is your name? It is nice to meet you (use their name).

Do you live in the neighborhood?

Let's get you signed in so we can register you for the Alexa Prize Pack. This includes an Alexa Show, Alexa Spot and a 4-pack of smart outlets. You never know – this might be your lucky day! (get them to register using Spacio)

Please come in a look around. Here is a brochure for the property plus our exclusive Buyer Market Analysis. This shows the active buyers looking in this area plus several home value estimates. If you are interested, we could run one of the reports for your property as well.

Other Questions:

- ***How long have you been looking for a home?***
- ***What tools are you using to search for properties?***

Note: We have excellent search tools that allow you to search by drive times, schools or many specific features that might be important to you. We would be happy to set you up with a free personal account.

- ***Have you seen properties that you like?***
- ***What areas are you looking at?***
- ***What is your price range?***
- ***If you found the perfect home, when would you like to move?***
- ***Have you spoken to a lender and been pre-approved?***

Note: Prosperity Home Mortgage is our in-house mortgage company and offers excellent programs. The Prosperity Buyer Advantage can give you the edge when making offers. If you need to move quickly, the Prosperity Express offers a speedy close in just 7 business days. If you are already working with another lender, our Second Opinion Program offers a free look and even pays you a \$100 gift card. I would be happy to introduce you to (Lending Officer name).

- If this home is not the right fit, I know of several other properties that are available plus several that are not listed but may become available. ***Would you like to see them?***
- ***When is the best time?*** Great, let me verify with the sellers and let's plan to meet on (Date) and (Time). I will reach out to confirm.

5. Script for Following Up with Neighbors after the Open House

Hello.... My name is (Name) with Berkshire Hathaway HomeServices Georgia Properties. We hosted a special MEGA Open House on Sunday afternoon from 2-5 at 123 Main Street. The owners are (Owner Name and Name) and we are following up with neighbors to see if someone who would be interested in becoming your new neighbor. We want to attract as many buyers as possible so we find the best offer for our client.

We attracted a lot of potential buyers at the event. It is often the case that a specific property may not be quite right or someone else may beat them to the opportunity. So we have qualified buyers still looking in your community and are trying to find them the right home. Do you know anyone who would you be interested in selling? (Implies them if they are interested)

(Close for the appointment or thank them if they are not interested. Leave you contact info.)