

Circle Prospecting Script Pack

7 neighbor-call scripts and 5 objection handlers for radius prospecting

Circle prospecting scripts

- 1 Just-listed neighbor call (standard). Open with the nearby event, ask a focused question, close with a low-pressure appointment offer.

Hi, this is [Name] with [Brokerage]. I just listed a home at [Address], about [X] blocks from you. I am calling neighbors first before we open broadly, because sometimes the best buyers already live on the street. Do you happen to know anyone in the area who might be looking?

- 2 Just-sold with closed price. The sold price is the hook.

Hi, this is [Name] with [Brokerage]. I just closed [Address] a few blocks from you. It sold at [Price], which was [X]% over asking, and we had [X] offers. That result changes the market value for every home on this street. Do you have two minutes for a quick update?

- 3 Just-listed with active buyer angle. Frames the call as a service, not a pitch.

Hi, this is [Name] with [Brokerage]. I listed a home at [Address] this week and I am holding a list of pre-approved buyers who did not get the chance to offer on a similar home. Would you be open to a short conversation about your home, even if you are not actively thinking about selling?

- 4 Just-listed with multiple-offer urgency. Use only when the showing data is real.

Hi, this is [Name] with [Brokerage]. I have a listing at [Address] with [X] showings already scheduled in the first 48 hours. A few of those buyers are specifically searching within a block or two. I wanted to reach out before those conversations happen, in case you or a neighbor might be open to a timing conversation.

- 5 Just-sold referral ask. Turns a non-seller into a referral source without pressure.

Hi, this is [Name] with [Brokerage]. I just sold [Address] for [Price] and I am staying in touch with the neighborhood because I know this market well. Not selling? No problem. Do you happen to know anyone nearby who might be thinking about a move? I would love to be the first call.

- 6 Circle prospecting voicemail. Keep under 25 seconds. Follow within the hour with a matching text.

Hi, this is [Name] with [Brokerage]. I listed a home at [Address] near you today, and I am reaching out to neighbors personally before we go to market broadly. I would love to give you a quick rundown of the numbers, because it affects every home on your street. You can reach me at [Number]. I will also send a short text with the details. Thanks, [Name].

- 7 Text follow-up after no answer. Send within 60 minutes of the unanswered call.

Hi [First Name], this is [Name] with [Brokerage]. I called earlier about a listing at [Address] near you. It sold at [Price] and the activity is changing nearby home values. Happy to share the numbers anytime, no pressure. Reply here or call me at [Number].

Objection handlers

I am not thinking about selling.

Completely understood. The sold price on [Address] affects your home value whether you are selling or not. Would it be useful if I sent you a quick market summary for your street, just so you have the numbers?

How did you get my number?

I work from a neighborhood prospecting list for this area. I understand that is not always welcome. May I ask if it would be helpful if I sent you the recent sale information by email instead?

We just bought this place. We are not going anywhere.

Congratulations on the new home. You picked a great street. I will stay in touch for when the timing makes sense down the road. Is email a good way to send you market updates for your area?

I already have an agent.

I respect that relationship. If anything changes, or if you know a neighbor who is looking, I would love to be a resource. Can I leave my name with you?

What did it actually sell for?

It closed at [Price], which was [X]% over asking. Does that number change anything for you with your own home?

Replace every bracketed placeholder with real, local data before your first call.