



MIDDLETON
ELITE COACHING

Happy
NEW YEAR
SCRIPT

A SCRIPT FOR CONNECTING WITH
YOUR DATABASE IN THE NEW YEAR

Learn more about the work we do at MiddletonEliteCoaching.com



Happy New Year, MEC Superstars!

The first couple of weeks of January create a GREAT opportunity for reconnecting with our Database/Sphere of Influence, particularly the Top 100. Here's a simple and effective script for early/mid-January.

The Happy New Year Script

Hi _____ (their name)! Happy New Year! [pause]

How were your Holidays? [wait for response]

[when they ask you...]

Thanks for asking; mine were great too! We did X, Y, and Z.

[chat it up for a bit while being mindful to talk for less time than they did.]

Real quick... do you have any real estate-related plans for 2024?

[If yes]

Great! I'd love to hear your thoughts.

[If they are thinking about selling]

That's a smart move. Now's a great time to sell. As you've probably heard, mortgage interest rates have dipped back below 7%, and that's causing a wave of buyers to get off the fence. I wouldn't be surprised if the 'spring market' comes early this year.

[close for appointment]

[If they are thinking about buying]

That's a smart move. Contrary to what the news might be saying, now's a great time to buy. As you've probably heard, mortgage interest rates have dipped back below 7%. The lower they go, the more competitive the market is going to get. Right now, you still have some negotiating power, and I'm not sure how much longer that will last.

[close for appointment]

[If, no]

I understand. Out of curiosity, if you were to move, when would that be? And where would you go next?

[Listen for things driving their motivation... life, family situations, job relocation, etc. Make notes in your CRM based on their timeline.]

Before we wrap up... who do you know who might be thinking about selling or buying a home in 2024? I'd love to help them.

[if, maybe]

I understand. I'd love to hear your thoughts.

[here, you'll usually get some preliminary thoughts about why they are thinking about making a move. Consider how their thoughts fit (or don't fit) into current market dynamics and advise them accordingly]

[if, yes/maybe... and we're waiting until spring]

I understand why you might want to wait until spring. If I could get you a faster sale and/or more money, would you be open to selling it before spring?

[if, yes]

Great! Because in some price ranges, it already feels like a spring market. We have low inventory, pent-up buyer demand, and prices still look strong for homes in solid condition. When would be a good time for us to meet and discuss the details further?

[if, no]

I understand. Just so we're on the same page. What's important to you about waiting until spring?

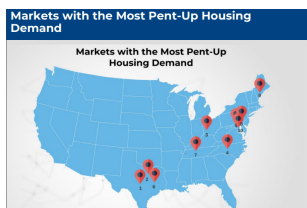
[whatever they say here is fine; we're just gaining clarity for our follow-up notes]

[End conversation]

For some interesting data and forecasting about the 2024 market, please see NAR's recent Economic Forecast Summit and its report/commentary on the markets with the most pent-up demand.



[Real Estate Forecast Summit - NAR 12.12.23](#)



[Markets With The Most Pent-Up Housing Demand - NAR](#)