

Doorknocking with The MoveScore

Can The MoveScore make me a more efficient and effective doorknocker?

Best Practices for Doorknocking with The MoveScore

1. Use the MoveScore list that is designed for doorknocking, which has the properties sorted by street and house number and is called the “Meet and Greet” list.
2. You want to knock at least the top 5 - 10% of your MoveScore list each month. By doing this you will become a familiar face in the neighborhoods you work.
3. Remember to take something to hand the homeowner when they answer they door, like an open house flier. When talking with them be sure to let them know that you are here to help with any of their real estate needs. Below are several good example scripts:
4. Example of a script that you can use with the CMA.
 - a. “Hi _____ my name is _____ and I am with _____ Real-Estate Company. I am going through the neighborhood offering free CMA’s to people to let them know what their home is worth.” The possible client will give an answer that falls in to these 3 categories. 1.) I am NOT/ Never moving. 2.) I am not moving but my neighbor is. 3.) I am interested in selling and would like to talk about listing my home.
5. Just Listed
 - a. I just listed a home in your area (can be near by i.e.: same city). The reason for stopping by is to give them the flyer and see if they know anyone that is thinking of making a move into the neighbor hood. Also, I wanted to invite you to stop by the next open house and tour the property. The next open house is on ___Date and time_____.
6. Just Sold a home
 - a. Hi my name is: _____, and I just sold ___ address ___ and wanted to come by and see if you or someone you know was thinking of making a move?

7. Postcard drop off

- a. Ask your printer to drop ship cards for your MoveScore farm to you and ask them to be sorted in a way so you can just walk the streets and the cards will be in order. This can be done with or without doing a mailing before.
- b. When at the door if no one answers leave their card by the door for them to pickup when they return.
- c. This approach is less time consuming then putting together a CMA for everyone on your MoveScore list.