

## Where Can I Find Potential Buyers This Year?

Review my Database for “*Hot Prospects*”:

|     | Who has:                                | Name |
|-----|---|------|
| 1.  | Had an increase in family size?         |      |
| 2.  | Children ten years and under?           |      |
| 3.  | Teenage children?                       |      |
| 4.  | Children that have left home recently?  |      |
| 5.  | Had their company expand in recently?   |      |
| 6.  | Been living below their means?          |      |
| 7.  | Lived in the same home 7 years or more? |      |
| 8.  | Received a substantial inheritance?     |      |
| 9.  | A building lot?                         |      |
| 10. | Planned a wedding?                      |      |
| 11. | Gotten divorced?                        |      |
| 12. | Gotten divorced and getting married?    |      |
| 13. | A dream for “ <i>Wake-up money</i> ”?   |      |
| 14. | Had their company downsize this year?   |      |
| 15. | A dream to live anywhere?               |      |

**Summary:**

How many potential new buyers leads do I have? \_\_\_\_\_

Do I have a strategy to approach these prospects? \_\_\_\_\_

If so, how? \_\_\_\_\_

If not, how can I build rapport? \_\_\_\_\_

What business tools will I need? \_\_\_\_\_

Comments: \_\_\_\_\_

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*“She Sells, He Sells... By The Seashore!”™*

**Audrey & Frank Serio, CRS**

**RE/MAX By The Sea**

Bethany Beach Delaware 19930

302.537.3171