

Circle prospecting call sheet

One script per market event on the anchor property, to keep next to the phone.

Use these as conversation prompts, not a teleprompter. Replace every placeholder with a true detail, and only quote sales and statistics you pulled yourself. A nearby listing is a reason to call, not a Do Not Call exemption: check the [full guide's calling-rules section](#), respect refusals and note who asked not to be called again.

First 10 seconds

Answer three questions: who you are, why this street, and what is in it for the homeowner. Use one trigger, lead with the address and the event, ask one question, then stop talking.

1 / Just listed

"Hi, is this {Name}? This is {Your Name} with {Brokerage}. I'm calling because I just listed {Address} nearby. I'm letting the closest neighbors know before the open house, do you know anyone who has been waiting for a home in this area?"

2 / Open-house invitation

"Hi {Name}, {Your Name} with {Brokerage}. I'm hosting an open house at {Address} on {Day} from {Time}. Since you're nearby, I wanted to invite you personally. Would you like me to text or email the details, or would you rather stop by?"

3 / Under contract

"Hi {Name}, this is {Your Name} with {Brokerage}. The home at {Address} just went under contract, and I'm calling a few nearby owners because that can change the picture for buyers still looking in the neighborhood. Are you hearing from anyone who needs a home like yours?"

4 / Just sold

"Hi {Name}, {Your Name} with {Brokerage}. I just closed the sale at {Address}. A few neighbors have asked what the result means for their own property, so I'm offering a quick, no-obligation value update. Would that be useful, or is real estate not on your radar right now?"

5 / Between listings: the market update

"Hi {Name}, this is {Your Name} with {Brokerage}. I work in {Neighborhood} and {Number} homes sold there last month. Most owners I talk to have no idea what that means for their own address, so I'm offering quick value checks while the data is fresh. Want the short version?"

The quoted scripts are reproduced from [Cold Call X's circle prospecting guide](#), which also covers where to get circle lists and the calling rules. Printed copy? Full source: coldcallx.app/blog/circle-prospecting-scripts

Four circle call objections

Keep it human; a clean no is better than a fake lead.

We're not moving.

"Understood, I'm not calling to push you into a move. Would knowing the recent sale price be useful for your records, or should I let you get back to your day?"

How did you get my number?

"Fair question. I'm working the neighborhood around {Address}. I'm {Your Name} with {Brokerage}, and I can add you to my do-not-call list if you prefer."

Just send me something.

"Happy to. What would be more useful, a short summary of the nearby sale or a value range for your address? And what is the best permitted way to send it?"

Take me off your list.

"Absolutely. I'll mark that now. You won't receive another call from me."

Work one listing four times

Week 1, just listed: the introduction call. Open house week: the personal invitation. Under contract: the buyers-are-waiting update. After closing: the just-sold value conversation. Every call needs its own real reason, and anyone who opts out comes off the list permanently.

Log the ring

Anchor property, event and date

Ring size, list source and Do Not Call scrub date

Homeowner's exact words

Agreed next step and callback date / time

Work the ring on iPhone

Cold Call X is a power dialer: import the ring from a spreadsheet, call one homeowner at a time from your own cellular line, tap the outcome, and the follow-up schedules itself. [See what this sheet covers](#) or [view the App Store listing](#) for current requirements and local pricing.