



One Listing → 30 Homeowners

Circle Prospecting Checklist

TURN EVERY LISTING INTO A NEIGHBORHOOD OPPORTUNITY.

Here's a simple 5-step system to introduce yourself, build relationships and create future business — one home at a time.

1



JUST LISTED — Reach Out to the Neighborhood

Introduce yourself personally to the closest 20–30 homeowners before the open house.

- ☐ Pull a list of the 20–30 closest homes (use your CRM or a data tool).
- ☐ Door knock or send a personal note (avoid a generic flyer).
- ☐ Keep it friendly and authentic — let them know about the listing and invite them to the open house.
- ☐ Use property data tools like [Corinthian Title Toolbox](#) or [TitlePro247](#) to identify neighbors, owner info and farmable areas.

2



THE OPEN HOUSE — Your Audition

Make a great impression. Every visitor is a potential future client.

- ☐ Greet every visitor with a smile and a warm welcome.
- ☐ Be knowledgeable about the home, the neighborhood and the local market.
- ☐ Engage in conversation — don't just unlock the door.
- ☐ Keep the space clean, welcoming and professionally presented.
- ☐ Use a digital sign-in (iPad or similar) to make the experience easy and memorable.

3



IN ESCROW — Keep the Momentum Going

Update the neighborhood and remind them you're active.

- ☐ Send a quick message: "The home we listed got an offer and we're in escrow!"
- ☐ Let them know about backup opportunities or other homes coming soon.
- ☐ Reinforce that you're the go-to resource for local real estate information.

4



JUST SOLD — Close the Loop

Share the results and open the door for future opportunities.

- ☐ Tell the neighborhood you closed on the home.
- ☐ Invite them to stop by and welcome the new owners.
- ☐ Mention that you're always happy to help with questions about selling in today's market.
- ☐ Keep the conversation casual and relationship-focused.

5



CRM & FOLLOW-UP — Build Your Database

Stay organized, stay consistent, and keep the relationships alive.

- ☐ Add all 20–30 homeowners to your CRM with notes.
- ☐ Track who attended the open house and key conversation details.
- ☐ Send a future touchpoint (newsletter, market update, or holiday card).
- ☐ Repeat the process with your next listing — and watch your database grow!

*It's not just
one listing...
it's a neighborhood
of opportunity.*

