

MORTIMERS OF WOODBRIDGE

Pytches Close (say it PITCH-iz), Melton, Woodbridge · £725,000

4-bed detached, 1,689 sq ft, 28ft kitchen. Renovated. | 45 for sale, 0 rentals — a pure sales shop, so marketing actually matters
pytches-close.previews.ojscales.com

01394 386688

1 OPENING — SAY THIS TO WHOEVER PICKS UP

“Hi, it’s OJ. I’m not selling advertising and I’ll be thirty seconds. It’s about your **Pytches Close** listing — I’ve built a web page for it and I wanted to check it’s alright to send it over.”

→ THEN STOP TALKING

2 IF THEY ASK WHAT IT IS

“I’ve built a full web page for that one property. It sits behind the **tour button on Rightmove** — someone clicks it and they walk through the house room by room as they scroll, with the dimensions. I built it from the photos already on your site, so it’s done, it hasn’t cost you anything, I’d just like you to see it.”

Screening you / “what’s it regarding?” → repeat the address and nothing else. **“Putting you through”** → same opening again, word for word.

3 THE ASK — THE MOST IMPORTANT LINE

“Can I email you the link right now while we’re on the phone?”

Get the address. Send email A (subject: **Pytches Close** — link only, **no price**). Then: “Have a look while I’m here, takes twenty seconds — scroll down to **walk through the house**, that’s the bit that’s different.”

→ NOW GO SILENT. LET THEM READ.

4 AFTER THEY’VE LOOKED — ASK THIS, NOT “DO YOU LIKE IT”

“Would you put that on the Rightmove listing?”

It goes in the **virtual tour field** — same slot a Giraffe 360 tour uses.

5 IF YES — CLOSE IT, DON’T CELEBRATE IT

“Good — then let’s get it onto your address properly. That page is **£129, one-off**, and it stays up permanently. I host it, nothing ongoing.” — then stop, let them answer —
“I’ll send the payment link now while we’re on. And can I grab the email for whoever looks after your website? They add one line, two minutes, I do the rest.”

Two things off them, both on this call: the payment, and the email of whoever runs their website — never make the agent relay technical instructions, that’s where it dies. Their domain would be **tour.mortimers.co.uk**. **“I’ll sort it later” is not a sale.** 25 checkouts on this account were created and every one expired. Confirm it in Stripe yourself. No payment on the call → leave with a **named day**.

IF THEY SAY ...

“How much is it?”	“£129 for a single listing, or £249 a month for up to five running at a time. But I’m not asking you to decide anything today — that one’s already built.” Flat. No apology, no trailing off. “Why monthly?” → your stock turns over; when one sells I build the next, so five stay live.
“Happy with our marketing” / “we already use someone”	“Completely fair, and this isn’t instead of anything. It’s one page for one instruction — usually the one you’re trying hardest to shift. You’ll know in twenty seconds whether it does something different.”
“Just send me an email”	“Doing it now — best address? And can I give you a quick ring Thursday once you’ve looked?” Always leave with a named day.
“Who gave you my number?” · “what’s this ojscales address?”	“It’s on your website — I was looking at your listings, that’s how I picked the property.” · “That’s my preview address — live it sits on tour.mortimers.co.uk .” Say that one BEFORE they spot it.
“Not interested”	“No problem at all. I’ll email it anyway so it’s there.” Then STOP. A clean no beats an argument.
“Could you do one for a property we’re <u>pitching</u> for?”	YES. Say it immediately. Best possible outcome — they want it to WIN an instruction, which is worth thousands to them, not £129.
They go quiet after saying they’d use it	“Then let me do the next property you’re pitching for instead. Show the homeowner that in a valuation and it’s a different conversation.”
“I’ll pay later”	Soft no in a yes costume — price is fine, trust isn’t. Don’t discount. Re-close on the practical: “No problem — do you want it going to you, or to accounts?” Still deflecting → “I’ll leave the link with you, it doesn’t expire — I’ll ring you Thursday morning .” A day and a time of day. Never “in a couple of days”.
“I need to check with someone”	Good news — they’ve already decided. Stop selling, get to the yes. “Course — who’d you need to check with?” (<i>name</i>) → “ Are they about? Happy to have a quick word now. ” Small shop — often three feet away. Not in → “If they’re happy with it, is there anything else that’d stop it going ahead?” Then send the link straight to them , and a named day.
They want more security than your word	Only what’s real — no invented contracts, no pretend client list. “You’ve already seen it, you’re not paying for something I <i>might</i> build.” · “It’s a card payment, so you’ve got the full chargeback route.” · “If it’s not right I’ll refund it, no argument.” Strongest play while you have no track record — let them pay after: “I’ll move it onto your domain, you check it’s live, and I’ll invoice you after.” £129 of exposure is one afternoon. The first customer is worth more as a reference than as £129.

NEVER SAY — “how are you today” · “is now a good time” (invites a no) · “whoever handles marketing” (marks you as a cold caller) · “I’ve got a website for you” (it’s a page for *that listing*) · anything running down their current listing — you’re handing them something new, not fixing a fault.
NEVER DO — explain your own page back to them · fill the silence while they read · ask for someone more senior if the person you’ve got is interested.

GD ESTATES

Stowmarket Road, Badley, Bury St Edmunds · £625,000

4-bed detached. Reduced 28 Aug — so it's been sitting. | 50 for sale, 17 rentals
badley.previews.ojscales.com · from their own site. Rightmove's 01284 339504 is call-tracking — don't use it.

01284 750891

1 OPENING — SAY THIS TO WHOEVER PICKS UP

“Hi, it’s OJ. I’m not selling advertising and I’ll be thirty seconds. It’s about your **Stowmarket Road** listing — I’ve built a web page for it and I wanted to check it’s alright to send it over.”

→ THEN STOP TALKING

2 IF THEY ASK WHAT IT IS

“I’ve built a full web page for that one property. It sits behind the **tour button on Rightmove** — someone clicks it and they walk through the house room by room as they scroll, with the dimensions. I built it from the photos already on your site, so it’s done, it hasn’t cost you anything, I’d just like you to see it.”

Screening you / “what’s it regarding?” → repeat the address and nothing else. “Putting you through” → same opening again, word for word.

3 THE ASK — THE MOST IMPORTANT LINE

“Can I email you the link right now while we’re on the phone?”

Get the address. Send email A (subject: **Stowmarket Road** — link only, **no price**). Then: “Have a look while I’m here, takes twenty seconds — scroll down to **walk through the house**, that’s the bit that’s different.”

→ NOW GO SILENT. LET THEM READ.

4 AFTER THEY’VE LOOKED — ASK THIS, NOT “DO YOU LIKE IT”

“Would you put that on the Rightmove listing?”

It goes in the **virtual tour field** — same slot a Giraffe 360 tour uses.

5 IF YES — CLOSE IT, DON’T CELEBRATE IT

“Good — then let’s get it onto your address properly. That page is **£129, one-off**, and it stays up permanently. I host it, nothing ongoing.” — then stop, let them answer —
“I’ll send the payment link now while we’re on. And can I grab the email for whoever looks after your website? They add one line, two minutes, I do the rest.”

Two things off them, both on this call: the payment, and the email of whoever runs their website — never make the agent relay technical instructions, that’s where it dies. Their domain would be **tour.gdestates.co.uk**. “**I’ll sort it later**” is not a sale. 25 checkouts on this account were created and every one expired. Confirm it in Stripe yourself. No payment on the call → leave with a **named day**.

IF THEY SAY ...

“How much is it?”	“£129 for a single listing, or £249 a month for up to five running at a time. But I’m not asking you to decide anything today — that one’s already built.” Flat. No apology, no trailing off. “Why monthly?” → your stock turns over; when one sells I build the next, so five stay live.
“Happy with our marketing” / “we already use someone”	“Completely fair, and this isn’t instead of anything. It’s one page for one instruction — usually the one you’re trying hardest to shift. You’ll know in twenty seconds whether it does something different.”
“Just send me an email”	“Doing it now — best address? And can I give you a quick ring Thursday once you’ve looked?” Always leave with a named day.
“Who gave you my number?” · “what’s this ojscales address?”	“It’s on your website — I was looking at your listings, that’s how I picked the property.” · “That’s my preview address — live it sits on tour.gdestates.co.uk .” Say that one BEFORE they spot it.
“Not interested”	“No problem at all. I’ll email it anyway so it’s there.” Then STOP. A clean no beats an argument.
“Could you do one for a property we’re pitching for?”	YES. Say it immediately. Best possible outcome — they want it to WIN an instruction, which is worth thousands to them, not £129.
They go quiet after saying they’d use it	“Then let me do the next property you’re pitching for instead. Show the homeowner that in a valuation and it’s a different conversation.”
“I’ll pay later”	Soft no in a yes costume — price is fine, trust isn’t. Don’t discount. Re-close on the practical: “No problem — do you want it going to you, or to accounts?” Still deflecting → “I’ll leave the link with you, it doesn’t expire — I’ll ring you Thursday morning .” A day and a time of day. Never “in a couple of days”.
“I need to check with someone”	Good news — they’ve already decided. Stop selling, get to the yes. “Course — who’d you need to check with?” (<i>name</i>) → “ Are they about? Happy to have a quick word now. ” Small shop — often three feet away. Not in → “If they’re happy with it, is there anything else that’d stop it going ahead?” Then send the link straight to them , and a named day.
They want more security than your word	Only what’s real — no invented contracts, no pretend client list. “You’ve already seen it, you’re not paying for something I <i>might</i> build.” · “It’s a card payment, so you’ve got the full chargeback route.” · “If it’s not right I’ll refund it, no argument.” Strongest play while you have no track record — let them pay after: “I’ll move it onto your domain, you check it’s live, and I’ll invoice you after.” £129 of exposure is one afternoon. The first customer is worth more as a reference than as £129.

NEVER SAY — “how are you today” · “is now a good time” (invites a no) · “whoever handles marketing” (marks you as a cold caller) · “I’ve got a website for you” (it’s a page for *that listing*) · anything running down their current listing — you’re handing them something new, not fixing a fault.
NEVER DO — explain your own page back to them · fill the silence while they read · ask for someone more senior if the person you’ve got is interested.

PAUL WRIGHT & CO

Crowcroft Road, Nedging Tye, Ipswich · £415,000

4-bed extended semi, 2,219 sq ft, 27ft kitchen, twin bifolds. No onward chain. | 37 for sale, 0 rentals — sales only, long-established Stowmarket name
crowcroft.previews.ojscales.com

01449 613678

1 OPENING — SAY THIS TO WHOEVER PICKS UP

“Hi, it’s OJ. I’m not selling advertising and I’ll be thirty seconds. It’s about your **Crowcroft Road** listing — I’ve built a web page for it and I wanted to check it’s alright to send it over.”

→ THEN STOP TALKING

2 IF THEY ASK WHAT IT IS

“I’ve built a full web page for that one property. It sits behind the **tour button on Rightmove** — someone clicks it and they walk through the house room by room as they scroll, with the dimensions. I built it from the photos already on your site, so it’s done, it hasn’t cost you anything, I’d just like you to see it.”

Screening you / “what’s it regarding?” → repeat the address and nothing else. **“Putting you through”** → same opening again, word for word.

3 THE ASK — THE MOST IMPORTANT LINE

“Can I email you the link right now while we’re on the phone?”

Get the address. Send email A (subject: **Crowcroft Road** — link only, **no price**). Then: “Have a look while I’m here, takes twenty seconds — scroll down to **walk through the house**, that’s the bit that’s different.”

→ NOW GO SILENT. LET THEM READ.

4 AFTER THEY’VE LOOKED — ASK THIS, NOT “DO YOU LIKE IT”

“Would you put that on the Rightmove listing?”

It goes in the **virtual tour field** — same slot a Giraffe 360 tour uses.

5 IF YES — CLOSE IT, DON’T CELEBRATE IT

“Good — then let’s get it onto your address properly. That page is **£129, one-off**, and it stays up permanently. I host it, nothing ongoing.” — then stop, let them answer —
“I’ll send the payment link now while we’re on. And can I grab the email for whoever looks after your website? They add one line, two minutes, I do the rest.”

Two things off them, both on this call: the payment, and the email of whoever runs their website — never make the agent relay technical instructions, that’s where it dies. Their domain would be **tour.paulwrightandco.co.uk**. **“I’ll sort it later” is not a sale**. 25 checkouts on this account were created and every one expired. Confirm it in Stripe yourself. No payment on the call → leave with a **named day**.

IF THEY SAY ...

“How much is it?”	“£129 for a single listing, or £249 a month for up to five running at a time. But I’m not asking you to decide anything today — that one’s already built.” Flat. No apology, no trailing off. “Why monthly?” → your stock turns over; when one sells I build the next, so five stay live.
“Happy with our marketing” / “we already use someone”	“Completely fair, and this isn’t instead of anything. It’s one page for one instruction — usually the one you’re trying hardest to shift. You’ll know in twenty seconds whether it does something different.”
“Just send me an email”	“Doing it now — best address? And can I give you a quick ring Thursday once you’ve looked?” Always leave with a named day.
“Who gave you my number?” · “what’s this ojscales address?”	“It’s on your website — I was looking at your listings, that’s how I picked the property.” · “That’s my preview address — live it sits on tour.paulwrightandco.co.uk .” Say that one BEFORE they spot it.
“Not interested”	“No problem at all. I’ll email it anyway so it’s there.” Then STOP. A clean no beats an argument.
“Could you do one for a property we’re <u>pitching</u> for?”	YES. Say it immediately. Best possible outcome — they want it to WIN an instruction, which is worth thousands to them, not £129.
They go quiet after saying they’d use it	“Then let me do the next property you’re pitching for instead. Show the homeowner that in a valuation and it’s a different conversation.”
“I’ll pay later”	Soft no in a yes costume — price is fine, trust isn’t. Don’t discount. Re-close on the practical: “No problem — do you want it going to you, or to accounts?” Still deflecting → “I’ll leave the link with you, it doesn’t expire — I’ll ring you Thursday morning .” A day and a time of day. Never “in a couple of days”.
“I need to check with someone”	Good news — they’ve already decided. Stop selling, get to the yes. “Course — who’d you need to check with?” (<i>name</i>) → “ Are they about? Happy to have a quick word now. ” Small shop — often three feet away. Not in → “If they’re happy with it, is there anything else that’d stop it going ahead?” Then send the link straight to them , and a named day.
They want more security than your word	Only what’s real — no invented contracts, no pretend client list. “You’ve already seen it, you’re not paying for something I <i>might</i> build.” · “It’s a card payment, so you’ve got the full chargeback route.” · “If it’s not right I’ll refund it, no argument.” Strongest play while you have no track record — let them pay after: “I’ll move it onto your domain, you check it’s live, and I’ll invoice you after.” £129 of exposure is one afternoon. The first customer is worth more as a reference than as £129.

NEVER SAY — “how are you today” · “is now a good time” (invites a no) · “whoever handles marketing” (marks you as a cold caller) · “I’ve got a website for you” (it’s a page for *that listing*) · anything running down their current listing — you’re handing them something new, not fixing a fault.
NEVER DO — explain your own page back to them · fill the silence while they read · ask for someone more senior if the person you’ve got is interested.

SAMUEL'S INDEPENDENT

Turnpike Hill, Withersfield, Haverhill · £620,000

4-bed detached, freehold, self-contained annexe, countryside views. 43 photographs. | 51 for sale, 10 rentals — the biggest stock on the list
turnpike-hill.previews.ojscales.com

01440 708100

1 OPENING — SAY THIS TO WHOEVER PICKS UP

“Hi, it’s OJ. I’m not selling advertising and I’ll be thirty seconds. It’s about your **Turnpike Hill** listing — I’ve built a web page for it and I wanted to check it’s alright to send it over.”

→ THEN STOP TALKING

2 IF THEY ASK WHAT IT IS

“I’ve built a full web page for that one property. It sits behind the **tour button on Rightmove** — someone clicks it and they walk through the house room by room as they scroll, with the dimensions. I built it from the photos already on your site, so it’s done, it hasn’t cost you anything, I’d just like you to see it.”

Screening you / “what’s it regarding?” → repeat the address and nothing else. **“Putting you through”** → same opening again, word for word.

3 THE ASK — THE MOST IMPORTANT LINE

“Can I email you the link right now while we’re on the phone?”

Get the address. Send email A (subject: **Turnpike Hill** — link only, **no price**). Then: “Have a look while I’m here, takes twenty seconds — scroll down to **walk through the house**, that’s the bit that’s different.”

→ NOW GO SILENT. LET THEM READ.

4 AFTER THEY’VE LOOKED — ASK THIS, NOT “DO YOU LIKE IT”

“Would you put that on the Rightmove listing?”

It goes in the **virtual tour field** — same slot a Giraffe 360 tour uses.

5 IF YES — CLOSE IT, DON’T CELEBRATE IT

“Good — then let’s get it onto your address properly. That page is **£129, one-off**, and it stays up permanently. I host it, nothing ongoing.” — then stop, let them answer —

“I’ll send the payment link now while we’re on. And can I grab the email for whoever looks after your website? They add one line, two minutes, I do the rest.”

Two things off them, both on this call: the payment, and the email of whoever runs their website — never make the agent relay technical instructions, that’s where it dies. Their domain would be **tour.samuelsestateagents.co.uk**. **“I’ll sort it later” is not a sale.** 25 checkouts on this account were created and every one expired. Confirm it in Stripe yourself. No payment on the call → leave with a **named day**.

IF THEY SAY ...

“How much is it?”	“£129 for a single listing, or £249 a month for up to five running at a time. But I’m not asking you to decide anything today — that one’s already built.” Flat. No apology, no trailing off. “Why monthly?” → your stock turns over; when one sells I build the next, so five stay live.
“Happy with our marketing” / “we already use someone”	“Completely fair, and this isn’t instead of anything. It’s one page for one instruction — usually the one you’re trying hardest to shift. You’ll know in twenty seconds whether it does something different.”
“Just send me an email”	“Doing it now — best address? And can I give you a quick ring Thursday once you’ve looked?” Always leave with a named day.
“Who gave you my number?” · “what’s this ojscales address?”	“It’s on your website — I was looking at your listings, that’s how I picked the property.” · “That’s my preview address — live it sits on tour.samuelsestateagents.co.uk .” Say that one BEFORE they spot it.
“Not interested”	“No problem at all. I’ll email it anyway so it’s there.” Then STOP. A clean no beats an argument.
“Could you do one for a property we’re <u>pitching</u> for?”	YES. Say it immediately. Best possible outcome — they want it to WIN an instruction, which is worth thousands to them, not £129.
They go quiet after saying they’d use it	“Then let me do the next property you’re pitching for instead. Show the homeowner that in a valuation and it’s a different conversation.”
“I’ll pay later”	Soft no in a yes costume — price is fine, trust isn’t. Don’t discount. Re-close on the practical: “No problem — do you want it going to you, or to accounts?” Still deflecting → “I’ll leave the link with you, it doesn’t expire — I’ll ring you Thursday morning .” A day and a time of day. Never “in a couple of days”.
“I need to check with someone”	Good news — they’ve already decided. Stop selling, get to the yes. “Course — who’d you need to check with?” (<i>name</i>) → “ Are they about? Happy to have a quick word now. ” Small shop — often three feet away. Not in → “If they’re happy with it, is there anything else that’d stop it going ahead?” Then send the link straight to them , and a named day.
They want more security than your word	Only what’s real — no invented contracts, no pretend client list. “You’ve already seen it, you’re not paying for something I <i>might</i> build.” · “It’s a card payment, so you’ve got the full chargeback route.” · “If it’s not right I’ll refund it, no argument.” Strongest play while you have no track record — let them pay after: “I’ll move it onto your domain, you check it’s live, and I’ll invoice you after.” £129 of exposure is one afternoon. The first customer is worth more as a reference than as £129.

NEVER SAY — “how are you today” · “is now a good time” (invites a no) · “whoever handles marketing” (marks you as a cold caller) · “I’ve got a website for you” (it’s a page for *that listing*) · anything running down their current listing — you’re handing them something new, not fixing a fault.
NEVER DO — explain your own page back to them · fill the silence while they read · ask for someone more senior if the person you’ve got is interested.

BOYDENS

Great Cornard (no street name published — use the village), **Sudbury** · **£650,000**

4-bed detached, guide price, freehold. 25 photographs. | 36 for sale, 8 rentals — four branches, still independent
great-cornard.previews.ojscales.com · **they publish NO email anywhere — the phone is the only way in**

01787 883700

1 OPENING — SAY THIS TO WHOEVER PICKS UP

“Hi, it’s OJ. I’m not selling advertising and I’ll be thirty seconds. It’s about your **Great Cornard** listing — I’ve built a web page for it and I wanted to check it’s alright to send it over.”

→ THEN STOP TALKING

2 IF THEY ASK WHAT IT IS

“I’ve built a full web page for that one property. It sits behind the **tour button on Rightmove** — someone clicks it and they walk through the house room by room as they scroll, with the dimensions. I built it from the photos already on your site, so it’s done, it hasn’t cost you anything, I’d just like you to see it.”

Screening you / “what’s it regarding?” → repeat the address and nothing else. **“Putting you through”** → same opening again, word for word.

3 THE ASK — THE MOST IMPORTANT LINE

“Can I email you the link right now while we’re on the phone?”

Get the address. Send email A (subject: **Great Cornard** — link only, **no price**). Then: “Have a look while I’m here, takes twenty seconds — scroll down to **walk through the house**, that’s the bit that’s different.”

→ NOW GO SILENT. LET THEM READ.

4 AFTER THEY’VE LOOKED — ASK THIS, NOT “DO YOU LIKE IT”

“Would you put that on the Rightmove listing?”

It goes in the **virtual tour field** — same slot a Giraffe 360 tour uses.

5 IF YES — CLOSE IT, DON’T CELEBRATE IT

“Good — then let’s get it onto your address properly. That page is **£129, one-off**, and it stays up permanently. I host it, nothing ongoing.” — then stop, let them answer —
“I’ll send the payment link now while we’re on. And can I grab the email for whoever looks after your website? They add one line, two minutes, I do the rest.”

Two things off them, both on this call: the payment, and the email of whoever runs their website — never make the agent relay technical instructions, that’s where it dies. Their domain would be **tour.boydens.co.uk**. **“I’ll sort it later” is not a sale**. 25 checkouts on this account were created and every one expired. Confirm it in Stripe yourself. No payment on the call → leave with a **named day**.

IF THEY SAY ...

“How much is it?”	“£129 for a single listing, or £249 a month for up to five running at a time. But I’m not asking you to decide anything today — that one’s already built.” Flat. No apology, no trailing off. “Why monthly?” → your stock turns over; when one sells I build the next, so five stay live.
“Happy with our marketing” / “we already use someone”	“Completely fair, and this isn’t instead of anything. It’s one page for one instruction — usually the one you’re trying hardest to shift. You’ll know in twenty seconds whether it does something different.”
“Just send me an email”	“Doing it now — best address? And can I give you a quick ring Thursday once you’ve looked?” Always leave with a named day.
“Who gave you my number?” · “what’s this ojscales address?”	“It’s on your website — I was looking at your listings, that’s how I picked the property.” · “That’s my preview address — live it sits on tour.boydens.co.uk .” Say that one BEFORE they spot it.
“Not interested”	“No problem at all. I’ll email it anyway so it’s there.” Then STOP. A clean no beats an argument.
“Could you do one for a property we’re <u>pitching</u> for?”	YES. Say it immediately. Best possible outcome — they want it to WIN an instruction, which is worth thousands to them, not £129.
They go quiet after saying they’d use it	“Then let me do the next property you’re pitching for instead. Show the homeowner that in a valuation and it’s a different conversation.”
“I’ll pay later”	Soft no in a yes costume — price is fine, trust isn’t. Don’t discount. Re-close on the practical: “No problem — do you want it going to you, or to accounts?” Still deflecting → “I’ll leave the link with you, it doesn’t expire — I’ll ring you Thursday morning .” A day and a time of day. Never “in a couple of days”.
“I need to check with someone”	Good news — they’ve already decided. Stop selling, get to the yes. “Course — who’d you need to check with?” (<i>name</i>) → “ Are they about? Happy to have a quick word now. ” Small shop — often three feet away. Not in → “If they’re happy with it, is there anything else that’d stop it going ahead?” Then send the link straight to them , and a named day.
They want more security than your word	Only what’s real — no invented contracts, no pretend client list. “You’ve already seen it, you’re not paying for something I <i>might</i> build.” · “It’s a card payment, so you’ve got the full chargeback route.” · “If it’s not right I’ll refund it, no argument.” Strongest play while you have no track record — let them pay after: “I’ll move it onto your domain, you check it’s live, and I’ll invoice you after.” £129 of exposure is one afternoon. The first customer is worth more as a reference than as £129.

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NEVER DO — explain your own page back to them · fill the silence while they read · ask for someone more senior if the person you’ve got is interested.

VIKINGS ESTATE AGENTS

Links Avenue, Felixstowe · £750,000

4-bed house, offers in excess, freehold. Their highest-value listing. 27 photographs. | 31 for sale, 11 rentals
links-avenue.previews.ojscales.com

01394 275111

1 OPENING — SAY THIS TO WHOEVER PICKS UP

“Hi, it’s OJ. I’m not selling advertising and I’ll be thirty seconds. It’s about your **Links Avenue** listing — I’ve built a web page for it and I wanted to check it’s alright to send it over.”

→ THEN STOP TALKING

2 IF THEY ASK WHAT IT IS

“I’ve built a full web page for that one property. It sits behind the **tour button on Rightmove** — someone clicks it and they walk through the house room by room as they scroll, with the dimensions. I built it from the photos already on your site, so it’s done, it hasn’t cost you anything, I’d just like you to see it.”

Screening you / “what’s it regarding?” → repeat the address and nothing else. **“Putting you through”** → same opening again, word for word.

3 THE ASK — THE MOST IMPORTANT LINE

“Can I email you the link right now while we’re on the phone?”

Get the address. Send email A (subject: **Links Avenue** — link only, **no price**). Then: “Have a look while I’m here, takes twenty seconds — scroll down to **walk through the house**, that’s the bit that’s different.”

→ NOW GO SILENT. LET THEM READ.

4 AFTER THEY’VE LOOKED — ASK THIS, NOT “DO YOU LIKE IT”

“Would you put that on the Rightmove listing?”

It goes in the **virtual tour field** — same slot a Giraffe 360 tour uses.

5 IF YES — CLOSE IT, DON’T CELEBRATE IT

“Good — then let’s get it onto your address properly. That page is **£129, one-off**, and it stays up permanently. I host it, nothing ongoing.” — then stop, let them answer —
“I’ll send the payment link now while we’re on. And can I grab the email for whoever looks after your website? They add one line, two minutes, I do the rest.”

Two things off them, both on this call: the payment, and the email of whoever runs their website — never make the agent relay technical instructions, that’s where it dies. Their domain would be **tour.vikingsestateagents.co.uk**. **“I’ll sort it later” is not a sale.** 25 checkouts on this account were created and every one expired. Confirm it in Stripe yourself. No payment on the call → leave with a **named day**.

IF THEY SAY ...

“How much is it?”	“£129 for a single listing, or £249 a month for up to five running at a time. But I’m not asking you to decide anything today — that one’s already built.” Flat. No apology, no trailing off. “Why monthly?” → your stock turns over; when one sells I build the next, so five stay live.
“Happy with our marketing” / “we already use someone”	“Completely fair, and this isn’t instead of anything. It’s one page for one instruction — usually the one you’re trying hardest to shift. You’ll know in twenty seconds whether it does something different.”
“Just send me an email”	“Doing it now — best address? And can I give you a quick ring Thursday once you’ve looked?” Always leave with a named day.
“Who gave you my number?” · “what’s this ojscales address?”	“It’s on your website — I was looking at your listings, that’s how I picked the property.” · “That’s my preview address — live it sits on tour.vikingsestateagents.co.uk .” Say that one BEFORE they spot it.
“Not interested”	“No problem at all. I’ll email it anyway so it’s there.” Then STOP. A clean no beats an argument.
“Could you do one for a property we’re <u>pitching</u> for?”	YES. Say it immediately. Best possible outcome — they want it to WIN an instruction, which is worth thousands to them, not £129.
They go quiet after saying they’d use it	“Then let me do the next property you’re pitching for instead. Show the homeowner that in a valuation and it’s a different conversation.”
“I’ll pay later”	Soft no in a yes costume — price is fine, trust isn’t. Don’t discount. Re-close on the practical: “No problem — do you want it going to you, or to accounts?” Still deflecting → “I’ll leave the link with you, it doesn’t expire — I’ll ring you Thursday morning .” A day and a time of day. Never “in a couple of days”.
“I need to check with someone”	Good news — they’ve already decided. Stop selling, get to the yes. “Course — who’d you need to check with?” (<i>name</i>) → “ Are they about? Happy to have a quick word now. ” Small shop — often three feet away. Not in → “If they’re happy with it, is there anything else that’d stop it going ahead?” Then send the link straight to them , and a named day.
They want more security than your word	Only what’s real — no invented contracts, no pretend client list. “You’ve already seen it, you’re not paying for something I <i>might</i> build.” · “It’s a card payment, so you’ve got the full chargeback route.” · “If it’s not right I’ll refund it, no argument.” Strongest play while you have no track record — let them pay after: “I’ll move it onto your domain, you check it’s live, and I’ll invoice you after.” £129 of exposure is one afternoon. The first customer is worth more as a reference than as £129.

NEVER SAY — “how are you today” · “is now a good time” (invites a no) · “whoever handles marketing” (marks you as a cold caller) · “I’ve got a website for you” (it’s a page for *that listing*) · anything running down their current listing — you’re handing them something new, not fixing a fault.
NEVER DO — explain your own page back to them · fill the silence while they read · ask for someone more senior if the person you’ve got is interested.

SHIRES ESTATE & LETTING AGENTS

Douglas Close, Croxton, Thetford · £550,000

3-bed detached bungalow, freehold. 20 photographs. | 17 available today (the list said 31 — it is stale)
douglas-close.previews.ojscales.com · the prospect list called them CHILTERNs — their own live listing says SHIRES. Use Shires.

01842 754161

1 OPENING — SAY THIS TO WHOEVER PICKS UP

“Hi, it’s OJ. I’m not selling advertising and I’ll be thirty seconds. It’s about your **Douglas Close** listing — I’ve built a web page for it and I wanted to check it’s alright to send it over.”

→ THEN STOP TALKING

2 IF THEY ASK WHAT IT IS

“I’ve built a full web page for that one property. It sits behind the **tour button on Rightmove** — someone clicks it and they walk through the house room by room as they scroll, with the dimensions. I built it from the photos already on your site, so it’s done, it hasn’t cost you anything, I’d just like you to see it.”

Screening you / “what’s it regarding?” → repeat the address and nothing else. “Putting you through” → same opening again, word for word.

3 THE ASK — THE MOST IMPORTANT LINE

“Can I email you the link right now while we’re on the phone?”

Get the address. Send email A (subject: **Douglas Close** — link only, **no price**). Then: “Have a look while I’m here, takes twenty seconds — scroll down to **walk through the house**, that’s the bit that’s different.”

→ NOW GO SILENT. LET THEM READ.

4 AFTER THEY’VE LOOKED — ASK THIS, NOT “DO YOU LIKE IT”

“Would you put that on the Rightmove listing?”

It goes in the **virtual tour field** — same slot a Giraffe 360 tour uses.

5 IF YES — CLOSE IT, DON’T CELEBRATE IT

“Good — then let’s get it onto your address properly. That page is **£129, one-off**, and it stays up permanently. I host it, nothing ongoing.” — then stop, let them answer —
“I’ll send the payment link now while we’re on. And can I grab the email for whoever looks after your website? They add one line, two minutes, I do the rest.”

Two things off them, both on this call: the payment, and the email of whoever runs their website — never make the agent relay technical instructions, that’s where it dies. Their domain would be **tour.shiresestates.co.uk**. “I’ll sort it later” is not a sale. 25 checkouts on this account were created and every one expired. Confirm it in Stripe yourself. No payment on the call → leave with a **named day**.

IF THEY SAY ...

“How much is it?”	“£129 for a single listing, or £249 a month for up to five running at a time. But I’m not asking you to decide anything today — that one’s already built.” Flat. No apology, no trailing off. “Why monthly?” → your stock turns over; when one sells I build the next, so five stay live.
“Happy with our marketing” / “we already use someone”	“Completely fair, and this isn’t instead of anything. It’s one page for one instruction — usually the one you’re trying hardest to shift. You’ll know in twenty seconds whether it does something different.”
“Just send me an email”	“Doing it now — best address? And can I give you a quick ring Thursday once you’ve looked?” Always leave with a named day.
“Who gave you my number?” · “what’s this ojscales address?”	“It’s on your website — I was looking at your listings, that’s how I picked the property.” · “That’s my preview address — live it sits on tour.shiresestates.co.uk .” Say that one BEFORE they spot it.
“Not interested”	“No problem at all. I’ll email it anyway so it’s there.” Then STOP. A clean no beats an argument.
“Could you do one for a property we’re <u>pitching</u> for?”	YES. Say it immediately. Best possible outcome — they want it to WIN an instruction, which is worth thousands to them, not £129.
They go quiet after saying they’d use it	“Then let me do the next property you’re pitching for instead. Show the homeowner that in a valuation and it’s a different conversation.”
“I’ll pay later”	Soft no in a yes costume — price is fine, trust isn’t. Don’t discount. Re-close on the practical: “No problem — do you want it going to you, or to accounts?” Still deflecting → “I’ll leave the link with you, it doesn’t expire — I’ll ring you Thursday morning .” A day and a time of day. Never “in a couple of days”.
“I need to check with someone”	Good news — they’ve already decided. Stop selling, get to the yes. “Course — who’d you need to check with?” (<i>name</i>) → “ Are they about? Happy to have a quick word now. ” Small shop — often three feet away. Not in → “If they’re happy with it, is there anything else that’d stop it going ahead?” Then send the link straight to them , and a named day.
They want more security than your word	Only what’s real — no invented contracts, no pretend client list. “You’ve already seen it, you’re not paying for something I <i>might</i> build.” · “It’s a card payment, so you’ve got the full chargeback route.” · “If it’s not right I’ll refund it, no argument.” Strongest play while you have no track record — let them pay after: “I’ll move it onto your domain, you check it’s live, and I’ll invoice you after.” £129 of exposure is one afternoon. The first customer is worth more as a reference than as £129.

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NEVER DO — explain your own page back to them · fill the silence while they read · ask for someone more senior if the person you’ve got is interested.

LOCATION LOCATION EAST

Old Croxton Road, Thetford · £375,000

5-bed detached, offers in excess, freehold. 25 photographs. | only 6 available today — the list said 27, so they are far smaller than recorded
old-croxton-road.previews.ojscales.com

01842 818688

1 OPENING — SAY THIS TO WHOEVER PICKS UP

“Hi, it’s OJ. I’m not selling advertising and I’ll be thirty seconds. It’s about your **Old Croxton Road** listing — I’ve built a web page for it and I wanted to check it’s alright to send it over.”

→ THEN STOP TALKING

2 IF THEY ASK WHAT IT IS

“I’ve built a full web page for that one property. It sits behind the **tour button on Rightmove** — someone clicks it and they walk through the house room by room as they scroll, with the dimensions. I built it from the photos already on your site, so it’s done, it hasn’t cost you anything, I’d just like you to see it.”

Screening you / “what’s it regarding?” → repeat the address and nothing else. **“Putting you through”** → same opening again, word for word.

3 THE ASK — THE MOST IMPORTANT LINE

“Can I email you the link right now while we’re on the phone?”

Get the address. Send email A (subject: **Old Croxton Road** — link only, **no price**). Then: “Have a look while I’m here, takes twenty seconds — scroll down to **walk through the house**, that’s the bit that’s different.”

→ NOW GO SILENT. LET THEM READ.

4 AFTER THEY’VE LOOKED — ASK THIS, NOT “DO YOU LIKE IT”

“Would you put that on the Rightmove listing?”

It goes in the **virtual tour field** — same slot a Giraffe 360 tour uses.

5 IF YES — CLOSE IT, DON’T CELEBRATE IT

“Good — then let’s get it onto your address properly. That page is **£129, one-off**, and it stays up permanently. I host it, nothing ongoing.” — then stop, let them answer —

“I’ll send the payment link now while we’re on. And can I grab the email for whoever looks after your website? They add one line, two minutes, I do the rest.”

Two things off them, both on this call: the payment, and the email of whoever runs their website — never make the agent relay technical instructions, that’s where it dies. Their domain would be **tour.locationlocationeast.co.uk**. **“I’ll sort it later” is not a sale.** 25 checkouts on this account were created and every one expired. Confirm it in Stripe yourself. No payment on the call → leave with a **named day**.

IF THEY SAY ...

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“Just send me an email”	“Doing it now — best address? And can I give you a quick ring Thursday once you’ve looked?” Always leave with a named day.
“Who gave you my number?” · “what’s this ojscales address?”	“It’s on your website — I was looking at your listings, that’s how I picked the property.” · “That’s my preview address — live it sits on tour.locationlocationeast.co.uk .” Say that one BEFORE they spot it.
“Not interested”	“No problem at all. I’ll email it anyway so it’s there.” Then STOP. A clean no beats an argument.
“Could you do one for a property we’re <u>pitching</u> for?”	YES. Say it immediately. Best possible outcome — they want it to WIN an instruction, which is worth thousands to them, not £129.
They go quiet after saying they’d use it	“Then let me do the next property you’re pitching for instead. Show the homeowner that in a valuation and it’s a different conversation.”
“I’ll pay later”	Soft no in a yes costume — price is fine, trust isn’t. Don’t discount. Re-close on the practical: “No problem — do you want it going to you, or to accounts?” Still deflecting → “I’ll leave the link with you, it doesn’t expire — I’ll ring you Thursday morning .” A day and a time of day. Never “in a couple of days”.
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