



Door Knocking

Without Feeling Like a Door-to-Door Salesman

Have a reason to knock. Bring something useful. Then get off the porch.

The old five-step door-knocking guide got one thing especially right: don't knock just to ask strangers for business. Tie the conversation to something real happening nearby, bring useful information, keep it short, and leave people feeling helped—not hunted.

1 HAVE A REASON TO BE THERE

NEW LISTING

You're introducing a home that just came on the market nearby.

RECENT SALE

You're sharing useful information about a home that recently sold.

OPEN HOUSE

You're personally inviting neighbors to stop by.

The source suggested choosing one of those three “subject properties.” That's a much better opening than showing up with nothing but a business card and ambition.

2 PICK A SMALL AREA

Need a starting point? The original guide suggests 10 homes across the street, 5 to the left and 5 to the right. That's not a rule—just a simple way to define a manageable route around the property.

3 BRING SOMETHING WORTH THE INTERRUPTION

NEW LISTING

A clean listing sheet with photos.

RECENT SALE

Relevant sales information.

OPEN HOUSE

A simple invitation with the details.

THE GOAL ISN'T TO “CLOSE” SOMEBODY ON THEIR FRONT PORCH. Give them a useful reason to remember meeting you.



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4 BE SHORT & SWEET

The original guide suggested a one- to two-minute interaction: introduce yourself, be professional, share the information and don't ask for the business. That's worth keeping.

A SIMPLE CONVERSATION SHAPE

- Why you're there → “A home right around the corner just...”
- What you brought → “I thought the neighbors might want...”
- One useful detail → Keep it relevant to the reason you knocked.
- Exit → Thank them for their time and move on.

5 FOLLOW UP LIKE A HUMAN

The source recommended an immediate handwritten thank-you, adding people you spoke with to a database/drip campaign, and following up with related news—such as when the nearby listing goes under contract or closes.

Keep the spirit, but earn the follow-up. If you had a real conversation and there's a natural reason to reconnect, remember the person and follow through. Don't turn one polite doorstep hello into permission for endless marketing.

BEFORE YOU KNOCK

- ☐ Do I have a real reason to be in this neighborhood today?
- ☐ Am I bringing information that makes sense for the people who live here?
- ☐ Can I explain why I'm here in one sentence?
- ☐ Can I keep the conversation short unless they want to keep talking?
- ☐ If I follow up later, will there be a natural reason for it?

DOOR KNOCKING DOESN'T HAVE TO FEEL LIKE COLD PROSPECTING. When something real is happening nearby, you're simply introducing yourself with a reason.

Here's an idea. Take what helps. Ignore what doesn't.