

FORD Prompts for Check-In Calls

The FORD framework is a helpful guide for keeping conversations flowing by focusing on topics your contacts care about — Family, Occupation, Recreation, and Dreams. You don't need to cover every category; just use it as a tool to spark meaningful dialogue and build rapport.

F – Family (30–45 seconds) | Ask about family members, pets, or recent family events.

Examples:

- “How’s your daughter enjoying college so far?”
 - “Did your parents end up visiting this summer?”
 - “How’s Max, your golden retriever doing?”
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O – Occupation/Organization (45–60 seconds) | Check in on their work or business life.

Examples:

- “How’s work been lately — still enjoying the new role?”
 - “I remember you mentioned a big project — how did that go?”
 - “Are you still working from home most days?”
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R – Recreation (45–60 seconds) | Talk about hobbies, travel, or weekend plans.

Examples:

- “Been on any good hikes lately?”
 - “Did you get a chance to check out that new restaurant downtown?”
 - “Any fun plans for the weekend?”
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D – Dreams (30–45 seconds) | Explore future goals or aspirations (lightly).

Examples:

- “Still thinking about that trip to Italy you mentioned?”
- “Any big goals for the rest of the year?”
- “What’s something you’re looking forward to in the next few months?”

The CARE Formula for Check-In Calls

The CARE formula, on the other hand, gives the agent more structure and control over the flow of the conversation. Each step — Connect, Add Value, Relate, and Exit — serves a specific purpose, making it easier to guide the call while keeping it warm and personal.

C – Connect (30–45 seconds) | Goal: Make it about *them*, not business.

Start with something personal or timely to break the ice.

- “Hey [Name], I was just thinking about you and wanted to check in.”
 - “How’s everything going with the kids back in school?”
 - “I saw the weather’s been wild lately — everything okay on your end?”
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A – Add Value (60–90 seconds) | Tip: reinforce your expertise *without pitching*.

Share something helpful, interesting, or thoughtful — not salesy.

- “I came across a great fall home maintenance checklist — want me to send it?”
 - “I’ve been keeping an eye on your neighborhood — values are holding strong.”
 - “I’ve got a great handyman I’ve been recommending lately if you ever need one.”
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R – Relate (45–60 seconds) | Goal: Strengthen the personal connection.

Bring in a shared interest, memory, or community topic.

- “Remember that taco place you told me about? I finally tried it — amazing.”
 - “Did you hear about the new trail opening near your neighborhood?”
 - “I was just driving past your old street — brought back memories!”
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E – Exit Gracefully (30–45 seconds)

Wrap up warmly and leave the door open.

- “I won’t keep you, just wanted to say hi and see how you’re doing.”
- “Let me know if you ever need anything — real estate or otherwise.”
- “Always great catching up — let’s not wait so long next time!”

Optional: Mention a future touchpoint (event, newsletter, etc.)