

## Seller Script

### Opening: Return Call

- Hi, I'm (NAME) with (COMPANY), I'm returning a call about a property that might be for sale. Do I have the right number?
- Am I speaking with (PROSPECT)?

### Opening: Live Answer

Hi, this is (NAME) at [Company Name]. How may I help you?

### Setting the Stage

- This call may be recorded for quality and training purposes.
- Great...Typically, people who call us want to know what we do, how we do it, & how much we can offer for their property... those kinds of things. Do you have those same types of questions?
- Sounds good - Do you have about 5 minutes so I can ask you some questions about your situation and about the condition of the property?
- Ok, great...after that I'll let you know what your options are and you can just let me know what you'd like to do.

### Contact Information

- Is it ok if I start by getting your full name and the address of the property please?
- Is this the best phone number for you?
- Where would you like us to email our offer and contact information to?

### Property Condition

Now I'm going to run through some quick questions about the property, ok?

1. How long have you owned the property?
2. Is it occupied?
3. What's the general condition of the house?
4. How many bedrooms and bathrooms?
5. Are there any major repairs that need to be done?
6. Does the house have any special features?
7. Have the roof or windows ever been replaced?
8. Have the kitchens and bathrooms been fully updated recently?
9. Is there anything else you would like to tell me about the property?

### Motivation

This sounds like a property we might be interested in ...

- Why are you thinking about selling it?

### Motivation (Diving Deeper)

Really?

How long have you been thinking about selling?

### Timeline

If you did decide to sell to us or anyone else, would you like to do so within 30 days, 90 days, or further out?

### Amount owed

If we buy the property, will we need to pay off any taxes, liens, or a mortgage?

(If So) Do you have a rough idea of how much?

### Home Value

I haven't done my research yet... do you happen to know what houses in that area are worth?

Is that your asking price?

### Setting Next Steps – Qualified

You know, this sounds like a property we'd like to make an offer on. The next step from here is to have our home buying specialist start to put your options and your cash offer together and give you a call. When would be the best time for our home buying specialist to call you?

### Disqualified

From what I'm hearing, I don't think we have a good fit at the moment. I'm not sure we could buy quick enough at a price that makes sense for us right now. But, we'd love to keep in touch in case something changes.

Softening Statements

### Rapport: Softening Statements

**Here are a few softening statements to use in response to questions:**

- *"Good question."*
- *"I'm glad you asked me that."*
- *"I was hoping you were going to bring that up."*

**Here are some softening statements to use in response to statements:**

- *"That makes a lot of sense."*
- *"I know exactly how you feel."*
- *"I can appreciate that."*
- *"That's an excellent point."*
- *"Thank you for sharing that with me."*

Signs of Motivation

- Inherited
- Massive Repairs
- Divorce
- Tired Landlord

- Financial Distress
- Relocating
- House Didn't Sell With Realtor
- Needs To Sell Fast
- Talking To Other Investors
- Not Talking To Realtors