

DIRECT TO SELLER COLD & FOLLOW UP CALL &/OR SALES PROCESS

(note: throughout call validate, repeat & ask open ended questions)

Initial Cold Call

Cold Call Script Mr/Mrs last name, Hey; 1st name,

My name is _____ (act like u know them to get their guards down & buy more time)

I was wondering if you could get the right price had you ever even considered an offer on your property on Main St. (key word ever)

If yes ask about the 4 pillars

***condition:** (big ticket items) any foundation, electrical, foundation or plumbing issues

Any updates or remodeling in the last 3-4 yrs?

***motivation:** "seems like a favorable neighborhood, nice property etc. if you don't mind me asking what sparked your interest in selling?"

***timeline:** when they are looking to finalize the process of selling? Next couple days, wks, months? What would that look like?

***price:** always last, "now off record (key word) I'm not going to hold this against & it's not set in stone but but In a perfect world what would get you excited about selling? If we could solve any challenges & make this the most seamless, hassle free experience would you be able to help me w/ 1 thing that's non negotiable?"

Seller will ask what? It would mean a lot to me if I could get a small testimonial even if just a few written words only if you're super satisfied w/ how well we execute on the transaction w/ a worry free hassle.

Follow Up Script

A.) INTRO

(create credibility 1st then throughout call build rapport and bond trust and credibility, Note: Be the subject matter professional)

(your 1st & last name) here,
We're just connecting back w/ you really quick. My team left me note telling me to call back pertaining to a conversation about selling _____ St. Did I catch you in time or is it sold already? (note: if used as a initial cold call, slightly adjust the intro)

"FRAME WORK TO FOLLOW / 4 PILLARS

#1 MOTIVATION/PAIN

(BE CURIOUS, VALIDATE CONCERNS & ASK QUESTIONS, REPEAT & APPROVE, GO FOR NO)

Get the motivation, not about the house...label what seller says "Sounds like..., feels like..." then mirror & match tone/energy & periodically repeat last 3 words of seller.

(Ex. "I'm tired of being a landlord, my tenants are always behind & I can't keep making the pymts "you can't keep making the pymts?"")

Mirror, pause, let them explain the label the pain or motivation. Ask another open ended question & keep repeating the process throughout the call.

(Note: ***Dumbing down w/ confused tone to get more info from seller)

(up front contract)

*****We don't buy every house we look at, seller not rdy, title co not rdy, etc...If we find we are a good tool in your tool belt let's continue the conversation and if not we'll part as friends. Sound good?**

(motivation & discovery questions)

Really nice house, neighborhood etc (based on what you know or seller tells you).
Just curious what even slightly sparked your interest in selling?

- Sounds like if you don't sell this in 2 yrs it's no big deal to you.
- I'm shocked you're not keeping it as a rental.
- *(assume they have a realtor & waiting for answer or a correction after the following)* What suggestions or advice has your realtor made you about selling?
- How long has that been going on?
- What have you done up to this point to handle that?
- What were you hoping I could help w/?
- Outside of the obvious of receiving the right price, what would be the next most important thing during &/or after the sale?
- Where are they at now?
- How did they get in this position?/ (How are they holding up?)
- How long have you been in this position?
- What have they done to get out of this position?
- What happens if they do not sell their property?
- What have you done up to this point to resolve this?

DECISION MAKERS

Any other individuals that would be influencing the sell or anyone else that would have any say so in the sale? I just want to make sure I'm not being rude or disrespectful by stepping on anyone's toes. How will u know u made the right decision?

Or

Is there anyone else that would be influencing the sale or have any input in order to make the sale final? Out of respect I just want to make sure I'm showing the proper respect & I'm not stepping on anyone's toes.

Occupancy Status: Vacant, rental, owner occupied etc?

#2 TIMELINE

(get specific) If the market could bare it and someone was willing to pay what you wanted how soon would you be looking pull the trigger on selling & what would your next step look like?

B.) UPFRONT CONTRACT & SETTING EXPECTATIONS

Set expectations: Hey looking to pick up 3 more properties this month not sure if it would be yours or not but I would like to find out if the property qualifies and if so if we are a good fit to work together.

(My job is to determine what you're looking to achieve & determine which properties meet our buying criteria so naturally we'd both have a few questions to start the approval process? Some of them may come off a little personal but it's just to know what we would be getting into, you mind if I ask you a few questions about the property so you can help us come up w/ a fair price?)

Mini Up Front Contract:

Investor: "You mind if I share w/ you how we work 1st to see if we'd even be a good fit to work together because we don't buy every single house we look at for whatever reason. (seller not rdy, has title issues, or we buy other houses in the pipeline before seller makes a decision)"

Up Front Contract

*****Investor:** Can I ask you of a small favor? (wait for yes or no & proceed accordingly) You really seem like a straight shooter, so at any point you feel like we're not a good fit to work together right now or in the future, can you please let me know? Likewise, I'll do the same. I just want to make sure that we don't waste each other's time because I realize we both can't get time back, you may be busy and I also we have other clients that need our immediate help, because we can only buy so many houses per buying cycle, I want to make sure that we allocate funds to the people that have a deadline to sell, can use the money & if you don't or can't we can always follow up later down the road.

******Investor:** Alright (Seller Name), you know a no is acceptable, once you tell me no, we will remove you from our system but let's suppose my solution fits what you're looking to achieve and your property qualifies for our buying criteria what happens next?

(Prospect believes they're in control by you giving them an opportunity to say no)

Seller: "What's your offer"

*****Investor: That's a really good question and that's why I was calling to get details about what I can't see on Zillow or public record because you'd know all the fine details, history & important info a buyer would want to know, would you agree? We've never been able to buy a house w/o gathering all the essentials to determine what we'd be buying. If you're just looking & shopping all over for offers Zillow can always give you a random guesstimate of the value in a fully remodeled condition meeting 2023 standards. We're you looking for just an offer or something that you could depend on to show up in your bank account?**

I'm just curious because a lot investors just fresh out of these RE seminars teaching you how to much a quick buck w/ no money freeze up when sellers are forcing them to throw out a random number w/ not enough info to make a buying decision ultimately causing a waste of your time when they can't find a direct buyer like ourselves because the purchase price agreed on paper is too high to sale the purchase & sales agreement. They are throwing out numbers & offers like mud on the wall hoping that something magically sticks having no idea if it's something you would even consider or knowing if it's something that would even satisfy all you're wants & needs. We buy in 2 ways, if a cash offer doesn't work we have a way to pay you close to retail or asking price through buy upgrading you to our top tier service called the Ultimate Save & Experience which is tailored towards your unique situation. (give 3 rd party story about a house you & your team bought)

*****Just to confirm I got this right & we're on the same page, we both agreed to A, B, & C & your comfortable w/ that right? ***If your property qualifies & we agree on a price is that something you're willing to put in writing? or If we could agree on your magic #, satisfy all your wants & needs putting you in a good situation, what would be the next step? Validate & repeat the next step is to (blank)....**

Setting Expectations & Rules:

*****Thank you** for taking spending your time w/ me & taking this call. Usually it takes about 3-5 mins depending on how many questions or concerns you may have.

*****Typically**, from our experience speaking w/ homeowners there's 3 top things that sellers want to know

- **What the process looks like when working w/ us**
- **How much money will I get**
- **When will I get paid**

*****Now Again**, we don't buy a property from every homeowner that says they want to sale, in order for me to figure out if this is property might quality, naturally I'd have a few questions about what we'd be buying so I'll have some questions pertaining to buying that again may seem personal.

(up front contract) Is it ok for me to ask a few question so we can make sure that we come up w/ the best price that works for you and that would pencil out for my underwriting team?

*****Naturally**, at the end of our call one of 2 things will happen.

#1. We'll work together.

#2. We won't work together but there will be no hard feelings, we'll still part as friends.

B.) **Bonding & Rapport Questions** *(throughout the entire call)*

- What's been the feedback so far and has any offers came in close to where you'd like to be?
- I'm looking through me notes here but sometimes the notes don't show everything, looks like you spoke w/ _____. Catch me up to speed
- Last time we spoke you mentioned _____. Catch me up to speed
- What all were looking to accomplish?
- What's been your biggest obstacle up to this point?

- How has the buying & selling process been so far?
 - What has stopped you from selling the house up until now?
 - What will it take to get you excited about selling this property?
 - What did your real estate agent recommend? (assume they've talked to one)
 - Why haven't you worked with an agent to sell it on the market?
 - Do you see things getting better or worse?
- So I imagine your getting plenty of lowball offers from other knucklehead investors coming in at about \$____, right?
(Note: establish yourself as a trusted advisor)
 - (Note: We are building rapport through the power of establishing credibility as a trusted advisor)
 - (Note: If you assume they've spoken to an agent, they will tell you what agent has suggested or correct you if they don't have an agent, may follow up w/ a negative experience of listing, and/or tell you why they don't want to list.
(Note Bonding/Rapport through building credibility happens throughout the whole process, establish yourself as a trusted advisor)

Seller: "Make me an offer?" "How much would you offer?" "I want \$X" "For the right price" etc

Investor: I don't know what I can offer yet, I'm calling to 1st see if you'd even be open to selling, if so I'd have a few questions to determine if I could come up to you number you're hoping to get. In my past experience we've never been able to buy a property w/o asking a few questions & qualifying the property. We're you just looking for the highest offer or something you can depend on to show up in your bank account at closing? *(Again you can always get a random number off Zillow if you're just looking for an offer)*

Retail Script: (If Seller Says)

Seller: I'll sale for market value/highest offer.

*****Investor:** Totally understand, it sounds like you would only consider selling if you could get the highest offer around retail or so, right? (*seller answers*) Well in a perfect world what were you hoping for? (*wait for seller's answer*) Now were you just looking for only the highest offer or one that you can depend on that will show up in your bank account? So you would consider anything under? How close could you get to that number to make this a deal for you?

Seller: Of course, isn't that the same?

*****investor:** (*note: if seller mention that both an offer & what shows up in their account is the same, explain the difference, ones an offer, other guaranteed to fund, close & hit account*), wait for answer) **That's fair,** just to be clear, buying properties for all cash at market value is not something we'd typically do because we'd be buying an investment property so we'd need some type of return on investment.

Were you looking to go the traditional route that takes months & months if it ever sales or were you leaning towards something faster, smoother, & much more convenient? (*wait for answer*) If you were me when can I have our listing agent call you to list or would you be open to discussing an up to full market offer in exchange for a little time to pay it in your price full?

#3 PRICE

If we could pay closing cost, no showings, no commission, no repair request what were you hoping to walk away w/ net in your pocket? (Pause for answer) You know again a no is acceptable, if u tell me know I'll no longer be in your way but let's suppose my solution matched what u were looking for what happens next (*prospect believes they're in control by giving opportunity to say no*) Let me make sure I understand _____. How will you know you made the right decision?

(RECAP)

Don't buy every property, but If we determine we were a good match to do biz, what would be the next step?

#4 CONDITION

Would you consider it being sold as is or fully updated to 2023 standards?

Tell me more about that, what would we need to update to get the property up to the full after repair value price you're hoping to get?

AGENT OUTREACH FRAMEWORK

- What's been the feedback?
- Are the on a time crunch?
- Offers
- If we bought this house, is there a mortgage we would need to have paid off?