

COLD CALLING

script



HI, MY NAME IS (YOUR NAME), I WAS HOPING TO SPEAK WITH THE OWNERS OF (ADDRESS). WOULD THAT BE YOU?

Ok great, I'm with direct home buyers and we were calling to see if you'd consider an offer?

NOT INTERESTED IN SELLING

INTERESTED IN SELLING

Ok I completely understand, do you have any other properties that you would consider selling?

NO

Ok well thanks for your time, have a good day!

YES

Sounds good. I have a few questions about the property that shouldn't take longer than 5 minutes. How does that sound?

PROPERTY CONDITION

What is the general conditions the house?

How old is the roof and the a/c unit?

How long ago were the kitchen and bathrooms updated?

Is there anything else you think we should know about the property?

How much does it typically rent for?

YES

Is anyone living in the property right now?

NO

Ok, great!

find the MOTIVATION

This sounds like a property we might be interested in. Why are you thinking about selling?

DEEPER

Really? How long have you been thinking about selling?

TIMELINE

If you do decide to sell, you wouldn't want to sell in the next 30 days, would you?

Ok got it, since we are covering all the costs to sell, is that the best you can do?

ASKING PRICE

Awesome, what number did you have in mind for the place in it's current condition?

YES

gives PRICE?

NO

I understand you dont know, but if you did know, or were to take a guess, give me some idea of the ballpark you would say it's worth?

MORTGAGES/LIENS

Now if you decide you want to sell the property to us, will we need to pay off any taxes or mortgage balances on the property?

WITH MORTGAGES
OR LIENS

Ok, you probably have no idea what the balance we would need to pay off if we bought it, right?

Are there any other liens or money owed on the property that we should know about?

Okay, I understand, thanks.

ENDING SCRIPT

Ok I have all the information we need for now, We will look over the info you gave me, do some research, are you available (later today) at ___ or ___ (choose two timeslots). Alright I have you scheduled to speak with ____. We look forward to working with you on this. Thank you!