

Rental Call Script

Step 1: Make sure you are talking to the owner.

Call and ask for the owner by their first name only:

"Hi, is this [redacted]?"

Step 2: Ask if they have a minute.

"I have a quick question for you. Do you have a minute?"

If they say "Yes," continue.

If they say "No," tell them you will call back later and hang up.

Step 3: Determine if they are interested in selling.

"My name is [redacted]. I'm a Realtor here in [City Name]. Do you own the property in [City Name] on [Street Name]?" [Wait for them to say "Yes."]

I was wondering if you were interested in selling your rental property with the HOT Market we have right now?"

- **If they say "Yes," say:** *"I can stop by sometime, take a look at the property, and tell you what I might be able to do to help you sell it. What's a good time for you?" (Schedule the appointment and move to step 4.)*
- **If they say "No," say:** *"If I ever had a buyer that was interested in YOUR property, would you consider selling it to them?" (Try and determine if you should follow up in the future.)*

Step 4: Get more information to help you prepare for the appointment. Ask the following questions and note the answers.

- *"If you were to sell, how soon would you want to sell the property?"*
- *"What is the reason you are considering selling this property?"*
- *"Do you have any idea what kind of price you want for the property?"*