Cold Calling Guide

****Opening**:**
"Hey, is this [Seller's Name]? Hey, My name is [Your Name], and I'm wondering if you're interested in selling that property on [Street Name]

Note: Avoid stating the full address with ZIP Code during the introduction.

If you reach the wrong person or they say, "How did you get my number?"

- **If it's the wrong person:** "Oh, I apologize, I must have the wrong number! Since I have you on the line, do you happen to have any properties you might consider selling in the near future?"
- **If they ask how you got their number:** "I'm reaching out to homeowners in the area to see if there's any interest in selling. Your number popped up on our Marketing list. By any chance, do you have any properties you'd be interested in selling?"

If response is No or not interested:
"Do you have other properties you might be interested in selling, or would you consider selling in the near future?"

If response is "Yes" or interested:
"If you don't mind me asking, what's making you consider selling?"

****Conversation Building:**:**
Connect on a personal level based on their responses.
Note: Example: If they mention moving to New York for their daughter, respond with genuine interest.

****Ending Of Call:**:**
Thanks, [Seller's Name]. I handle initial calls, but I'll pass your information to my colleague, who goes over the property details and handles everything else. Is there a specific time that's good for them to call you back? And is this the best number to reach you on?
**Note: Feel free to adjust the wording as needed, but make note of the number they mentioned if it's different*

Additional Objections Script

Don't ever call me again? (Your Response) Ok, I won't but I just want to make sure...., you arent interested in selling in the near future?

Who do you work for? What's the company website? (Your Response) I work for a small local investor. They don't have a website, but I can have them reach out if you're open to selling. Would that be okay?