

MOTIVATED SELLER LEAD GENERATION

Table of Contents

MAJOR SELLING POINTS	2
Cash Buyer	2
Fast Closing	2
As Is Condition	2
VOICEMAIL SCRIPT	4
Live Voicemail Drop	4
Pre-Recorded Voicemail Drop	4
LIVE CALL SCRIPT	5
Introduction	5
Value Proposition	5
Property Questionnaire	6
Lead Capture	7
OBJECTIONS & REBUTTALS	10
No Interest / Not Interested	10
No Time / Busy	11
Property Needs Work	12
No Loan Amount	13
FREQUENTLY ASKED QUESTIONS	14
Who Are You / Are You a Realtor / Agent?	14
Why Are You Calling Me?	15
How Did You Get My Number / My Info?	16
BONUS: QUESTIONS FOR POTENTIAL BUYERS	17

MAJOR SELLING POINTS

Cash Buyer

My boss is a cash buyer, which means we'd be able to close all in cash...

It's still tough for a lot of buyers to get approved financing. For us, getting a loan is never an issue.

You'll have a cashier's check for the total amount in your hands at time of closing.

Fast Closing

Since we'll be buying the property for cash, we can close fast ... in as little as 7 – 10 days.

Plus, since financing is never an issue, if I make you an offer, we're ready to buy as soon as you're ready to sell.

You choose the date you need to close on the house, and we'll work around your schedule.

As Is Condition

We buy properties in “as is” condition, so you wouldn't need to waste time on repairs or updates.

You don't need to worry if anything is broken or messy, we buy houses in any and all conditions imaginable. We see past the maintenance issues and messes, it's not a problem.

In fact, you don't even need to clean up the place. Just take whatever you want to keep, and feel free to leave the rest for me and my team.

VOICEMAIL SCRIPT

Live Voicemail Drop

Hi, I’m calling for FIRSTNAME.

I’m calling about the house at 123 ADDRESS.

Please give me a call back.

This is MYNAME, and my number is 111-111-1111.

Once again, it’s MYNAME, 111-111-1111.

Pre-Recorded Voicemail Drop

Hi,

This is MYNAME and I’m calling about a piece of real estate I believe you own.

Please give me a call back.

This is MYNAME, and my number is 111-111-1111.

Once again, it’s MYNAME, 111-111-1111.

LIVE CALL SCRIPT

Introduction

FIRSTNAME?

[response]

Hi FIRSTNAME, I was calling about the house on ADDRESS.

I'm interested in making you an offer on it...

[if long pause ... continue immediately to:]

I just didn't know if you had any interest in potentially selling the house?

{if - NO INTEREST}

{if - WHO ARE YOU / ARE YOU A REALTOR / REAL ESTATE AGENT}

{if - WHY ARE YOU CALLING ME}

{if - HOW DID YOU GET MY NUMBER / HOW DID YOU GET MY INFORMATION}

[response - YES]

Value Proposition

So, briefly, here's how it works:

We can purchase **on your timeline**, as soon (or as late) as you need.

We can buy your property in **as-is condition**. No repairs or clean-up required.

Plus, **we're cash buyers**, so financing is never an issue.

Now, since we'd be making you a cash offer, I want to be as accurate I can.

Do you have a moment for me to ask you a few quick questions about the house?

{if - NO TIME}

[response - YES]

Property Questionnaire

Well, first off, could you tell me a little bit about the house? Anything that jumps out at you...

[response - RECORD]

And now, how many bedrooms and bathrooms does it have?

[response - RECORD]

Ok, now would you say that house is in pretty good condition, or does it need some work?

[response - RECORD]

{if - NEEDS WORK}

And how about the kitchen and the bathrooms... have you updated any of them, or would I need to do that?

[response - RECORD ... try to elicit further details]

How about the major systems of the house: the furnace, electric, plumbing, a/c... any problems with any of those? Or have you replace anything recently?

[response - RECORD ... try to elicit further details]

And what about the roof... do you know how old the roof is on that house?

[response - RECORD]

Ok, anything else about it I've missed, that you think I should know if I'm thinking about buying it?

[response - RECORD ... try to elicit further details & build rapport]

Now, if you don't mind me asking... Do you owe anything on the house, or is it paid off free & clear?

{if - NO LOAN AMOUNT}

[response - RECORD]

Ok, and finally, if you did decide to sell, how much would you need for it, in terms of a cash offer?

[response - RECORD]

Lead Capture

Alright, FIRSTNAME, I think I've got everything I need.

I'm going to run this info by my boss, and **he/she** will get back to you ASAP.

Would tomorrow work for a follow up call...

... or is the following day better?

[response - RECORD CALL-BACK TIME]

Ok, and now is this the best number to reach you? 555-555-5555?

[response - RECORD BEST NUMBER]

Ok great, now finally:

I'm going to send over a confirmation via Email, and include some more details about our Buying Process.

What's the best Email Address for me to send that over?

[response - RECORD EMAIL ADDRESS]

Alright, perfect.

I will run this by my boss, and have **him** get back to you ASAP.

His name is **BOSSNAME**, and he'll be calling you directly with any more questions we may have, plus a ballpark cash offer on your house.

Sound good?

[response]

Ok, well thanks a lot for your time, FIRSTNAME!

If you don't hear from me or my boss, feel free to give me a call. You have my name & number right?

{if - NO NAME}

Ok... got a pen? It's MYNAME, and you can reach me at the office at
111-111-1111.

Speak to you soon, FIRSTNAME. Thanks again for your time!

[say goodbyes ... end call]

OBJECTIONS & REBUTTALS

No Interest / Not Interested

Ok, I get that you are not interested in selling the house right now... is there any chance you might consider selling it some time in the next 6 – 12 months?

[response - YES]

Ok, well would it be alright if I follow-up with you sometime in 6MOSFROMNOW?

[response - YES]

Alright, and now is this the best number to reach you? 555-555-5555?

[response - YES]

Ok, FIRSTNAME! Then I'll make a note of it here in my file, and I'll follow-up with you sometime in 6MOSFROMNOW. Thanks a lot for your time, talk to you then.

[say goodbyes ... end call]

No Time / Busy

Ok FIRSTNAME, that's no problem if you are busy right now. Is there a better time I could call back and reach you?

[response - RECORD]

Ok then, I've made a note of that in my file here. I'll be calling you back at CALLBACKTIME. And just to be sure, is this the best number to reach you?
555-555-5555?

[response - YES]

Alright FIRSTNAME, well thanks for your time. You can expect to hear from me on this number at CALLBACKTIME. Speak to you then!

[say goodbyes ... end call]

Property Needs Work

Ok, so it needs some work. That’s actually no problem FIRSTNAME, because my boss buy’s houses in “as is” condition, so I’d be able to make you a cash offer on it and save you the trouble of doing any of those repairs.

Off the top of your head, what type of work would you say the house needs?

[response - RECORD]

Ok, and are there any other repairs or renovations you’d say the house would for sure need?

[response - RECORD]

Ok, that’s great FIRSTNAME. Like I said, we’re happy to buy houses that need a bit of work, so this definitely won’t affect our interest to buy.

[continue call @ “And how about the kitchen and bathrooms ...”]

No Loan Amount

Ok, now off the top of your head, do you know about how much is owed on the house?

[response - RECORD]

{if - NO}

Ok FIRSTNAME, that's not a problem. I can have my boss see about looking it up, but if we can't find out, I'll still just bring back a ball park cash offer on the house anyway. Is that ok?

Ok, great, thanks a lot for that FIRSTNAME.

[continue call @ "Ok, and finally, if you did decide to sell..."]

FREQUENTLY ASKED QUESTIONS

Who Are You / Are You a Realtor / Agent?

My name is MYNAME, and I work for a local real estate investor.

My boss is a cash buyer who buys houses in the neighborhood and is looking to potentially purchase another one.

{if - WHAT'S YOUR BOSS' NAME / WHAT'S THE NAME OF YOUR COMPANY}

Well, our investment company is called COMPANYNAME, and my boss is BOSSNAME.

{if - THEY'RE GIVING YOU A HARD TIME}

As I understand it, BOSSNAME has been investing for about ## years mostly in the CITYNAME market. During that time, he has purchased and either sold or leased over ## properties.

[\[continue call @ Value Proposition\]](#)

Why Are You Calling Me?

I just work for a local real estate investor, and we're looking to potential buy a house in that neighborhood.

{if - HOW DID YOU FIND OUT ABOUT THIS HOUSE?}

We have a couple of assistants who drive around looking for properties, as well as checking out the auditor site and things like that.

This house was one of the ones that came up. We're also calling several others in the neighborhood, just trying to find out if anyone would be open to selling.

{if - ARE YOU CALLING BECAUSE SO-AND-SO JUST DIED?}

Well, we do have someone at the courthouse who gives us info on properties going through a family transfer, or that are going through the probate process that we'd might be interested in.

Is this property going through probate or has it recently transferred within your family?

[response - RECORD]

[\[continue call @ Value Proposition\]](#)

How Did You Get My Number / My Info?

Well, we have a couple of research assistants who look up the property owners as well as any family members we can find.

You know, a lot of times the info for one or two people will be out of date or inaccurate, so we try to call everyone who may know about the property just to be sure we can get the right information.

{if - WELL MY NUMBER IS UNLISTED / MY NAME ISN'T RELATED TO THAT PROPERTY}

Yes, I understand.

Like I said, we have a couple of research assistants who really dig deep trying to find out this information.

We even use a couple of online services to help us find out contact information, so when it comes down to learning about real estate, there are really a lot of sources our researchers look into.

[\[continue call @ Value Proposition\]](#)

BONUS: QUESTIONS FOR

POTENTIAL BUYERS

Ok great, so I understand you're interested in buying property as well. If you don't mind, I have a few quick questions for you about your buying goals & criteria.

First off, what types of properties would you consider buying? (single family homes, multi-family, and / or commercial properties?)

[response - RECORD]

Ok, and are there any locations where you'd like to target for your investment properties?

[response - RECORD]

And are there any areas where you would definitely NOT even consider?

[response - RECORD]

Would you mostly be looking for fix & flip opportunities, or would you be more interested in buying & holding as a landlord?

[response - RECORD]

Typically would you be acting as a cash buyer, or would you be securing financing for your purchases?

[response - RECORD]

Ok, and finally, do you have an approximate price range for investment properties you'd consider purchasing?

[response - RECORD]