



SELLER SCRIPT

SELLER CONTACT

(Inbound intro)

YOU: Thank you for calling We Buy Houses, how can I help you?

SELLER: I was calling about selling my property/off your marketing

(Outbound Intro)

YOU: Hello, is this (seller name)?

SELLER: Yes, this is Him/Her

YOU: Awesome my name is (Your Name) and I was wondering if you could help me with something?

SELLER: Yes, what can I help you with?

YOU: I'm actually looking for the owner of (Property Address) does that happen to be you?

SELLER: Yes

(Outbound Intro - Call/Text Return)

YOU: Hello, is this (seller name)?

SELLER: Yes, this is Him/Her

YOU: Awesome my name is (Your Name) and I saw you responded to our Call/Text about your property, do you got a second to talk?

SELLER: Yes



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Objection Rebuttal

(if Seller asks "how did you find me" or "where did you find my number?" Respond with "I looked your property up on the tax assessor's website and Googled your information, The reason I was calling is to see if you would be interested in any Construction, Repairs or possibly selling")

DETERMINING MOTIVATION

YOU: Awesome... Well, the reason I/We contacted you is because we were looking at some properties in your area, and found your yours, and were wondering if we could help you with any construction or repairs or possibly even purchasing the property?

SELLER: Yes, I am interested. OR what is your offer?...

SETTING EXPECTATIONS (Pull up CRM)

YOU: Great! Well, I just wanted you're OK before I started the process, it will take just few minutes to go over some questions real quick and I can get you an offer.. is that ok?

SELLER: Yes



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YOU: Great, now we are a Real Estate Investment company so we are not able to purchase every property, and we do have a team of Realtors we work with here in our office that can assist you if it is not a good fit for us to buy, Does that make sense?

SELLER: Yes

LEAD CAPTURE (Enter Data to CRM)

YOU: What's your best callback number and email address in case we get disconnected?

YOU: Awesome, hopefully we can help you out... Start by telling me a little bit about your situation with the property so I get a better understanding of what's going on?

(Listen for motivation & Capture Information in CRM)

(MIRROR THE SELLER: Tell a quick story or comment to relate)

EXAMPLE:

(When my Father passed away, we had to deal with the estate also, So I totally understand, and we deal with this all the time and can definitely help)

YOU: So, tell me a little more about the property, like how many beds, baths, square footage, and what kind of condition it's in?

- Beds/Baths?
- Occupied? (Yes/No)
- Any Special Features?
- Any Renovations Since You Have Owned?
- Last Time Kitchen/Baths Updated? What Was Done?
- Is The Property Listed? (Yes/No)

- *Realtor Name?



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- *When does the listing expire?
- Any Other Fixes You Would Make?

(Listen for motivation & Capture Information in CRM)

YOU: Great, So, If we were able to come up with an offer today that makes sense to you that you like, how soon would you be looking to close?

A week to 10 days, 30 days or so, or about 60 to 90 days?

(Listen for motivation & Capture Information in CRM)

YOU: So, the property is paid off right? You don't owe anything on it?

(Listen for motivation & Capture Information in CRM)

***If there is a mortgage extract following information to CRM**

- Are the payments current?
- *How much is the loan behind?
- What are the monthly payments?
- Are you the mortgage holder?
- *Who is the mortgage holder?
- Are there any other liens on the property?
- What are you going to do if the property doesn't sell?

(1/2 PUNCH Questions)

YOU: 1- So, what are you looking to get for the Property?

YOU: 2- Ahh... That's higher than we would like to be to buy for cash...



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If we can pay cash and close this pretty fast for you, What would be the best you could do?

(Listen for motivation & Capture Information in CRM)

Handoff (If Needed)

_____ Awesome, well that's all the questions I have for you. I'm going to
_____ get this over to our rep right now and they will be giving you a call
_____ back shortly and be able to go over the offer with you, does that
_____ work?

OFFERS & OBJECTIONS

(Pull Up 3 lowest Comps From Past 2 Years)

YOU: Ok, So I'm familiar with the area so I'm looking at some similar properties based on the condition you gave me and what I found online with the tax records as far as size, style, condition and things like that.

YOU: Now your property does need some repair so we need to keep that in mind, you said it was (Vacant for a while/Rented for some time/Inherited) correct?

YOU: Ok, I see a few properties that are very similar to yours in size and condition are you familiar with (X Street Name)? That one sold for (X Amount)

Objection Rebuttal



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(if Seller says "My neighbor sold for (X Amount)" or "I know sales are higher around my property" Respond with "Your neighbor/Houses around yours that sold for more were probably already remodeled, I'm going by properties in similar condition to yours based on what I see on sold records and what you told me, If someone buys for (X Amount and Repairs for (X Amount) that would put them close to those prices, does that make sense?")

YOU: I also see a property on (X Street Name) that is very similar to yours, that one sold for (X Amount) and remember as we mentioned yours does need a good amount of work.

YOU: And I also see a property on (X Street Name) that one sold for (X Amount)

YOU: So, taking into consideration everything we just went over what do you NEED to get to make this work?

***If seller will not give a price**

*YOU: like I said (Seller Name) (X Street Name) sold for (X Amount) and (X Street Name) sold for (X Amount) and (X Street Name) sold for (X Amount) and remember your property still needs work compared to these.

YOU: Remember, if I purchase this property from you for cash I am still going to have to pay for Repairs, Electric and utility bills, liability insurance, holding costs every month and not to mention realtor fees, you're saving about 6% by selling directly to me and not having to pay any realtor fees, but when I sell I'm going to need to



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use a realtor to sell quickly and I will have to pay those high fees to compete with other houses on the market to get my money back.

YOU: So, taking all of that into consideration I'm looking at being around (Range of X Amount to X Amount) cash I could pay for the property, Is that something we can make work if I could get this done quickly for you?

*** If they accept the offer proceed to Contract Section**

***If they do not accept the offer**

YOU: So, (Seller Name) taking into consideration all the information I just went over with you and the costs & fees I'm going to have on my side, how close to my number could you come?

YOU: Give me a number that's reasonable and I can go back and talk to my partner and see what I can do.

SELLER: Ok, I can do (X Amount)

YOU: Ok I can't guarantee you anything (Seller Name), you can't hold me to it, but I'm going to try to do my best and talk to my partner and see if I can get that done for you...

Hang on (Seller Name), I'm going to call my partner on the other line, he usually picks up right away, but if not he usually gets back to me pretty quickly...

I need you to stay on the phone and be ready, ok?

SELLER: Ok

YOU: Awesome, just Hang on, and I'll be right back...



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Put Seller on Hold

YOU: Hi (Seller Name) great news, I Just got off the phone with my partner, he wasn't really happy about it, but we can go ahead and do (X-Amount) I told him I know its higher than where we wanted to be, but I just wanted to get this done for you and knock it out.

*** If they accept the offer proceed to Contract Section**

***If they do not accept the offer**

YOU: Ok, (Seller Name) I can't come any closer to your price for a cash purchase...

What if we can buy with payments?

***If Free and Clear (Owner Finance)**

We can come to your price if we can make payments on terms...

We can pay (X Amount) divided by 30 years and have a balloon payment of the balance due at 10 years?...

(if not accepted try various balloon dates and down payment options)

*** If they accept the offer proceed to Contract Section**



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***If Not Free and Clear (Subject To)**

(If Low Equity)

YOU: Ok, (Seller Name) I can't come any closer to your price for a cash purchase, you owe more on the property than we could pay...

(If High Equity)

YOU: Ok, (Seller Name) I can't come any closer to your price for a cash purchase, and since you still have a mortgage...

What if we could take over making the payments for you?

We would take all responsibilities for the loan, and you won't have anymore worries or headaches about having to make the payments, how does that sound?

(if not accepted try various balloon dates and down payment options)

*** If they accept the offer proceed to Contract Section**

***If they do not accept the offer**

YOU: All right (Seller Name) I'll tell you what...

Sounds like the best option is going to be to get your property listed with our Realtor (Agent Name), She/He is awesome at walking you through the whole process that would be needed to get it on the MLS (Multiple Listing Service) and get sold on the market for you...

She/He is a high producer with lots of experience and you will love working with Her/Him, She/He is awesome!

Can you hold for a second while I get with Her/Him?

Put Seller on Hold



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SELLER: Yes

YOU: Ok, She/He is on another call right now I'm going to have Her/Him call you as soon as they get done, is that ok?

SELLER: Yes

Handoff to Realtor via CRM, Call, Email and Text right away for call back

CONTRACT

YOU: Ok, what is the best way for me to get this paperwork to you so you can sign it and get it back to me so I can get it over to the title company right away?

Are you in front of a computer?

(Meet ASAP to get the Contract signed if online is not an option)

***(If not in front of a computer)**

YOU: What time would you be in front of a computer so I could call you and we can go over the paperwork together?

(Set a time to call and go over contract and get it signed digitally)

YOU: Now that you have the document open let's review it.

Go over the Contract line by line

YOU: Awesome, now just click the field for signature and hit finish, I will receive it and get it over to the Title Company right away



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The next step will be our transaction coordinator contacting you
To update you on things when the Title Company gets back to us.

Do you have any other questions for me?

Answer any questions

YOU: Awesome, thank you (Seller Name) feel free to contact me at any time
 if you need anything, and we'll be in touch with updates as we have
 them, have a great day!

* If there's motivation but they will not close the deal on the phone schedule an
appointment to meet in person.

FOLLOW UP

All leads that do not proceed to Contract or Listing need to have a Calendar
Follow Up Date (added via Calendar link at bottom of seller script page on CRM)

All Important Fields about the property in CRM NEED to be FILLED, All Notes
Need to be in Activity Stream

Calendar Follow Up Leads need to be checked daily and rescheduled accordingly
to following day or future date. (NO LEAD LEFT BEHIND)

The MONEY is in the FOLLOW UP!...