

### **Premise of an NLV First Date:**

- Qualify Them
- Understand their motivation and timeline
- Find out their “Why” (income potential, pain or dream)
- Show How NLV solves it better whenever possible
- Drive them toward the next commitment (design consult, site visit, or preferably deposit ;)

### **THE WHY:**

**“What inspired you to start looking into a prefab or modular home?”**

(Personal story, cost, speed, design flexibility, sustainability?)

Notes:

**“Is this for a primary home, ADU (rental income or living in, family expansion)**

Notes:

**“What’s most important to you about this project?”**

(Time, quality, eco, maximizing your land, unique style, investment income?)

Notes:

### **THE PROPERTY:**

UNDERSTANDING THE PROPERTY:

**“Do you already own the land, or are you still looking?”**

Notes:

**“How many Beds/Baths are ideal for your project?”**

Notes:

**“Where is your property located/Address, or particular area you’re searching?”**

Notes:

**“Can you tell me a bit about the site — ADU or parcel situation, etc.**

Notes:

**“Are there any particular challenges you are already aware of, permitting, buildable SF limits, construction access or trees/odd slopes?”**

Notes:

### **THE TIMELINE:**

**“When are you hoping to have the project completed” (Keep in mind NLV is best in game at quality & speed)**

Notes:

### **THE BUDGET:**

**“Have you set a budget range yet, or are you looking for us to help with that?”**

Notes:

### **THE COMMITMENT:**

**“Do you have some time now to take a look at a couple models on our website?” (Take that opp)**

**“If now isn’t a perfect time, can we schedule our next chat in a video call to present you some ideas using our software in a screen share? In the meantime I’ll work out your best legal & logical options from NLV for your property.”**

**\*\*Personally using Zoom seems most universal\*\***

Notes:

### **THE CLOSE OF THE CALL** (That looks to close the deal in the next call) (open to ideas!!!)

**“Most of our builds are completed 40-60% faster than traditional, starting from \$200-\$300 per sq ft installed depending on finishes & local costs.”**

**“NLV/We are here to give you a premium result in the best timeline you’ll find in the industry, which especially we make sure your costs are controlled and there are zero surprises”**

Notes:

**“Any other questions at all?”**

Notes: