

# New Lead Return Call Opening

## Call Opening:

Hi, I'm (NAME) with (COMPANY), I'm returning a call about a property that might be for sale...  
Do I have the right number?  
Is this (PROSPECT)?

# New Live Answer Opening

Hi, this is (NAME) and we buy houses. How may I help you?

## Advance Agreement:

Great...Typically, people who call us want to know what we do, how we do it, & how much we can offer for their property... those kinds of things. Do you have those same types of questions?

Perfect..... Besides that, was there anything else you were hoping to ask?

Great -Do you have about 5 minutes so I can ask you some questions about your situation and about the condition of the property?

Ok, awesome...after that you can just let me know whether or not it makes sense to take any kind of next step, ok?

## Property Condition

- Is it ok if I start by getting your name and the address of the property please? (If you don't already have this information)
- Can you tell me a little about the property -- the general condition and layout of it, please?

## Optional Condition Questions to Ask as You See Fit:

- How many bedrooms and bathrooms in the house?
- Do you happen to know when the home was built?
- Is this a single family home, townhouse, or row house?
- Is the exterior brick, or siding?
- Is the property occupied?
- Can you tell me how many stories the house has? Does this include a basement? Is that a finished basement? Does this include a garage?
- What is the square footage of the house? And the lot size of the property?
- Have you had the roof replaced recently? How about the windows, have the windows ever been replaced?
- Do you have central heating and air? If yes, what condition is it in?
- Has the kitchen been updated lately, as far as the cabinets, counter tops, floors, appliances?

- Do you think the bathrooms need to be updated, as far as the vanities, cabinets, floors, toilet, and tub go?
- Do you think the property needs cosmetic work, as far as paint and carpet?
- How long have you lived in the property?
- Are there any repairs that you think need to be done?
- Is there anything else you would like to tell me about the property?

## Diagnosis:

Can I ask you a question? That's the type of property we usually are on the lookout for (or, it sounds like a nice property) ...

- Why are you considering selling it?
- What made you initially decide to contact us?

## Equity (Option #1)

How long have you lived there?

**If > 30 years:** Well, that's good. That probably means you have it paid off, right? (Go silent and wait for confirmation or correction)

**If < 30 years:** Oh, do you have any idea - and it's ok if you don't - what balance we'd have to pay off on it if we bought it?

## Equity (Option #2)

Now, if you decide you want to sell the property to us, will we need to pay off any taxes or mortgage balances on the property?

## Asking Price:

- I haven't had time to research the property yet. Do you have any idea what the home values are in that area?
- So, is that your asking price?
- Do you have any idea what you'd like to walk away with (cash in pocket) if you sold?
- Is that at all negotiable?

## Confirming the Contact Information

- Is this the best phone number for you?
- What's the best email address to send our contact information and offer to?

## Handling a Retail Seller

I'm not sure we are going to be the best fit for you. I'll explain why.

We try to add value to every house we buy...that means updating it and doing all major & minor repairs.

We also buy fast from people who don't want to deal with all of the time and hassle it takes to list and find a traditional buyer.

But, it really doesn't sound like the property needs any work (or it does sound like you've already done all the repairs) so there isn't really anywhere we can add value. And, it sounds like you're in no rush at all, so it's ok if it sits on the market for a while before it sells.

It can be expensive for us to buy "as is" quickly, so even though we don't charge commissions, our offers are sometimes a little less than what you can get through listing it with a Realtor.

So, it might make sense for you to sell through a Realtor to try to get every possible dollar out of the house. (Go silent and wait for a response)

## Dealing with a Hesitant, hostile, or Resistant Prospect (Hitting the Prospect's "Reset" Button)

I'm really sorry...I get the feeling that I might have said something or done something to upset you or make you uncomfortable. That really wasn't my intention at all and now I'm embarrassed. Should we just stop here?

## Setting Up the Next Steps

The next step in this process if you decide to move forward is typically to send out a Home Buying Specialist to do a walk-through with you just to make sure we haven't over-looked anything. It typically takes about (TIMEFRAME). At the end of that walk-through they have an exact offer ready for you. If you like it, they can sign off on it for you right there. If timing isn't right, or it just doesn't make sense to move forward at that point, it's completely ok. We don't buy every house we look at. It's completely up to you.... should we go ahead and set that up?