



SELLER LEADS RAPPORT BUILDING

SELLER LEAD MANAGEMENT

Seller Lead Sheet Field	Why is this information important?	Sample Script
Contact Person	To establish rapport and make a personnel connection.	<ul style="list-style-type: none"> • “I’m so glad you called, though I didn’t catch your name.” • “Thank you so much for calling, as I mentioned my name is [your name]. Who do I have the pleasure of speaking with today?” • “Out of curiosity how did you hear about us?”
Phone & Email	To ensure you have multiple avenues to contact the seller. Often times, it will seem as though as seller will drop off the face of the earth after the initial call so you want multiple numbers to reach them at via the phone.	<ul style="list-style-type: none"> • “In case we get disconnected, is this number [state phone number] the best number to use to reach you?” • “Could you also give me an alternative number and email address in which to reach you?” • “What are the best numbers to reach you at [during the day, evening and weekend]?” • “Is this your cell number? In order to ensure we stay connect, please tell me your home and work phone and an email so I can note those as well.”
Address	Allows you to know the geographic location and initial impact the location has on a deal.	<ul style="list-style-type: none"> • “Let’s start with an easy question, what is the property address?” • “Let me see if I’m familiar with the area, what is the property address?” • “That sounds familiar, what subdivision is that located?”
Owners on Title	Ensures all decision makers are known and considered or involved in the conversation.	<ul style="list-style-type: none"> • “Before we go any further, is there anyone else on the title that I should be speaking to?” • “Are you the only person on the title?” • “Besides yourself, is there anyone else listed on the title?” • If others on the title: “Are you all in agreement with selling the house, pricing and time frame?”, “If we can agree on a price, will you be able to get the others to agree?”
Mortgage Holder	Provides more insight on the seller’s situation?	<ul style="list-style-type: none"> • “Are you also the only mortgage holder?” • “Do you just have the one mortgage?”





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<p>Home Details</p>	<p>Provides critical details of the home, community and attachments to the home.</p>	<ul style="list-style-type: none"> • “Tell me some of the basics of the home, like number of bedrooms and baths, square footage, updates and improvements – things like that.” • “Tell me a little bit about the home. How would you describe it to potential home buyers?” • “Do you know approximately what year the home was built?” • “How long have you lived in/did your family live in the home?” • “Was this the house you grew up in?” • “Is there any information about the property I wouldn’t be able to find in the tax records, an addition or something of that nature?” • “Are there any special features about the home or location like community amenities, school district, parking, etc?”
<p>Repairs</p>	<p>Reveals critical details of the home’s condition and allows for a rough estimate for repairs.</p>	<ul style="list-style-type: none"> • “Have you made any improvements since living in the home?” • “Let’s go in another direction, are there any repairs you know of that need to be made?” • “What is the condition of the heating/cooling unit, roof, plumbing, electrical? Are these all original or have any had updating/work done, and if so, when?” • “Have you ever had any issues with heating/cooling, roof, plumbing or electrical?” • “If you were going to stay in the home another 5-10 years, what updates/improvements would you make?”
<p>Listing History</p>	<p>Provides initial pricing discussions and timing considerations.</p>	<ul style="list-style-type: none"> • “By calling in you obviously are interested in selling your home, and it sounds like it needs some updating. Have you tried listing it with a realtor?” • If yes: “How long did you have it listed?”, “Do you remember what price you had it listed at?”, “Did you have any offers at the time it was listed?”





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		<ul style="list-style-type: none"> • If yes: “Do you recall what the offer was for?”, out of curiosity, why didn’t you take the offer?” • “When the home was listed did you have a lot of showings?” • “What was some of the feedback you had on your showings?”
Motivation and Price	<p>Helps gain understanding of current situation for pricing, timing and reason for wanting to sell/make the call to you.</p>	<ul style="list-style-type: none"> • “Is there a particular reason you’re looking to sell?” • “Is it safe to assume you’re looking to sell the home as quickly as possible?” • “What is your timeframe for selling the home?” • “Did you have a price in mind that you were hoping to sell the home for at this point?” • “Are you flexible on that price? Would you be willing to work with me if we could come close to that price?” • “Remember by working with us, there are some significant savings such as no repairs, no commissions, no financing, etc. Knowing that, what do you think is the absolute best you could do on price?” • “Could you do any better on that price?” • “Have you thought about what are you going to do if the house doesn’t sell?”
Mortgage Information	<p>Uncovers additional information about the amount you will need to invest, even beyond the mortgage, as well as additional parties you may need to deal with (banks, HOA, etc).</p>	<ul style="list-style-type: none"> • “Is there anything else I need to know about the mortgage?” • “Assuming we could come to terms on a price, is there anything else I’m going to have to relinquish – any back taxes, any liens, HOA fees or anything like that?” • “How much of your mortgage are we going to have to pay off?” • “Do you know how much you owe on the home?” • “Is it safe to assume you’re current on your mortgage payment?” • “Do you know off hand who your mortgage provider is?”



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Call Expectations	Ensures you and the seller are on the same page and that the seller is willing to work with you and your process. If they aren't willing to take time to answer a few questions, they might be hiding information or difficult to work with on a deal.	<ul style="list-style-type: none"> • “I have several questions to ask you to determine if this is a right fit for both of us, so the call will take about 10 – 15 minutes, ok? I’m going to take a few notes as well to ensure I accurately gather the information so if you hear a bit of a pause, I’m just writing. Sound good?” • “After I gather this information, most often times we’re in a position to make a cash offer within 24 hours or so. The unique thing about that offer is it’s absolutely as is, meaning no repairs on your part. In addition, we can close on your timeline in as little as about 10-14 days or longer depending on your needs.”
Pitch	Sets the tone of the conversation and reinforces credibility of you and your business.	<ul style="list-style-type: none"> • “Let me tell you a little bit more about our company and how we operate, and we’ll see if we can be a fit. Basically we’re a local company and on this call we just get some general information from you on the house. Most importantly we want to talk about your situation and your goals.” • “If you had a chance to review our website, you’ll see that our company is a Real Estate Investment company [also note if you are also Real Estate Agents]. We’ve been in business in [state market location] and are able to assist homeowners with selling their property. What makes us unique is [state how doing business with you can benefit the seller – cash, no repairs, timeline, no commissions /save money] and we pride ourselves on our ethics and integrity. How does that sound?”
Trial Close	Sets the tone of the conversation and reinforces credibility of you and your business. Discovers how motivated the seller is and how flexible they are with you on price.	<ul style="list-style-type: none"> • “While I cannot guarantee a price and am not making a formal offer, would you be willing to accept an offer between [\$ - \$\$]?” • “I still need to see the property and do a full evaluation so you can’t hold me to this, but if I could make an offer between [\$ - \$\$], is that a price that you’d be willing to consider?”





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		<ul style="list-style-type: none"> • “If we could come to terms on a price to sell your property are you in a position to make a decision when we meet?” • “Let me make sure I’m hearing you correctly. What it sounds like you’re saying is if I could pay off the existing mortgage and put a little spending money in your pocket you’d be happy with that correct?”
<p>Appointment/ Follow-up</p>	<p>Sets clear expectations for next steps and timing. Prepares the seller with a mindset to make a decision if necessary.</p>	<ul style="list-style-type: none"> • “I think I have the proper information at this point and it sounds like we’re in the right range to set up an appointment and take a closer look. Lets set a time to put our heads together and come up with a price that’s fair to you and also fair to us.” • “It sounds like I have enough information to [investigate a little further, schedule a time to look at the property, talk more specifics (trial close)].” • “What’s your schedule like [today, tomorrow, next couple of days]?” • “I’ll be in the area [today, tomorrow, next couple of days]. Would you be able to meet on [day/date]?” • “Are you a morning or afternoon person? Would you be able to meet/talk at [time A or time B]?” • “Just to verify will everyone be meeting us at the home that is part of the decision making process?”

