

SELLER SET & CLOSE SCRIPT

CONTACT INFORMATION

*Remember, make a friend and make a sale!
Funny equals money! Take your time and be happy!*

Hello, thank you for calling Neighborhood Housing, my name is (Your Name Here) how may I help you?

or...

Hello, this is (Your Name Here) with Neighborhood Housing and I was calling you back about the property you are possibly interested in selling, did I catch you at a bad time or is this ok?

Do you have a house you're hoping to sell?

That's great!

(If caller wants to be removed)

We will be glad to remove you. Please give me your name and the address on the postcard and we will take you off the list. (If they object) We mail out thousands of postcards a month and without that information, unfortunately we have no way of removing you.

(If they have a lot or land for sale)

Well we typically just buy houses because lots and land take so long to sell. With land, there is really no way for us to improve it to increase the value and we typically have to just sit on it for several years hoping to find a buyer that wants it enough for us to make any money at all. And if you have a lot in an older neighborhood, no one really wants to build a new house next to all older houses that were built a long time ago. Does that make sense?

For that reason we can not pay anywhere close to market value but it would be an all cash offer and we pay all closing costs and could get you the money pretty fast.

Some sellers have found that they would rather get something out of their lot or land and avoid continuing to pay taxes on it. Would you like to see how much we can pay you for your lot/land? Ok, let's go ahead and get some information.

Is your property currently listed with a Realtor?

(If not listed)

That's great!

(If it is listed discontinue the call by saying:)

I'm sorry but we currently do not buy houses that are Listed with a Realtor, once your listing expires, contact us again and we guarantee to present you with an all cash offer to buy your house without any risk or obligation on your part. When does your listing expire and I will make a note to follow up with you then if it doesn't sell.

(Then put them in a database and follow up with them just before they said the listing expires.)

Before we get started with your property details, let me tell you a little about what we do. We buy property, pay cash, can close fast and you can sell your house in its "as is" condition.

We also pay all closing costs and there are no commissions. The price we give you for your property is what you will get at closing, minus any mortgage payoff or taxes you may owe of course.

Just so you know, we have helped close to 1000 homeowners just like you in the last 34 years in 12 different states.

(Seller Name) before we can determine if we would be interested in purchasing your property, there are a few questions that I need to ask you to see what, if anything we can do to help you.

Just so you know how we work, in order to save you the time of having to meet us at the house up front, we are actually going to do most of the work up front on the phone before going see your property.

Technology has really helped us to be able to determine your properties value in today's market before we look at it. We should be able to determine if your property is one we have an interest in acquiring and what kind of price we are looking at before we get off the phone.

As we go to the process, I'm reading from a list of questions so I don't miss anything and I will be writing down the information that we need to have in order to present you with a fair and intelligent quick cash offer. It shouldn't take more than about 5-10 minutes. Let's go ahead and get started.

First, I just want to make sure I have your correct name.
(Repeat and confirm the spelling of their full name)

Fantastic, thank you for helping me with that!

Is the number we are on your mobile number? (Get multiple numbers)

(If doesn't want to give mobile)

In many cases we may need to reach you for some last minute questions and we've found that having your mobile phone is the best and fastest way to do so. Would you mind if we had your mobile number?

What is your Primary Email Address where we can email you additional information?

(If doesn't want to give email)

By the end of our call I'd like to be able to send you some valuable resources via email, where you can Learn More About Us and how we're able to buy your house so quickly and easily! Would you mind if I had your Email Address please?

(Then after you get off the phone send an email with info on your company, your website, etc.)

PROPERTY DETAILS

What is the address of the house you are hoping to sell”

(Always spell the street)

Number of Bedrooms?

Number of Bathrooms?

Lot size?

What is square footage?

Year built?

Square footage?

What are the annual taxes?

What is the annual insurance?

Are you living in the house or is it rented or vacant?

(If vacant)

How long has it been vacant?

I ask because it has been our experience that if a house has been vacant for 3-4 years it really starts to go downhill fast.

When was the last time you went inside?

(If rented)

Is the house Rented Month to Month or do you have a Lease in place?

How much is the current rental amount?

How long has the tenant been in the house?

Do they pay on time?

How long have you owned the property?

How did you acquire it?

Is there a Mortgage on the house?

What is the loan balance?

Are the payments current on the loan?

PROPERTY CONDITION

Now let's talk about the property condition. It's very important that I get a realistic picture regarding the exact condition of the house so that we don't move forward with an agreement to purchase your house that we will later have to change or cancel because of missing or inaccurate information, does that make sense?

And you know (Seller Name), No one knows more about your house than you do!

So let me ask you this.....

On a scale from 1 to 10 with 10 being perfect condition, how would you rate the property's INTERIOR Condition?

What kind of repairs or work does the house need that might make it a perfect 10 in the interior?

(Ask them to elaborate on anything they say the house needs)

How long ago was the interior of the house freshly painted?

How old is the existing carpet or floor covering?

How old are all the appliances?

When was the last time the kitchen cabinets were replaced?

When was the last time the bathroom was remodeled with all new fixtures?

Will we need to replace any doors or windows?

Are there any unlevel floors?

Is any of the sheetrock missing on the walls or ceiling?

Are there any ceiling stains?

What are the biggest concerns in regards to the Interior Condition?

On a scale from 1 to 10 with 10 being perfect condition, how would you rate the property's EXTERIOR Condition?

What kind of repairs or work does the house need to make it a perfect 10 on the Exterior?

What kind of exterior does the house have?

How long ago was the exterior of the house painted?

How old is the roof?

How is the house heated and cooled?

How old is the HVAC unit?

Would you say the landscaping needs any work?

Are there any cracks in the foundation?

If you hired a licensed contractor and wrote one big check, how much do you think it would take to get the property to a 10 both inside and out so any potential buyer would have nothing to fix or update?

(If doesn't know)

Give me your best guess.

\$10,000 - \$15,000, \$15,000 - \$20,000, \$20,000 - \$30,000?

Any other structures on the property?

Additional notes.

SELLER MOTIVATION

So what is going on right now that you are thinking of selling?

(Elaborate and expand on the reason to build rapport and show empathy)

How soon would you like to have your house sold and get your cash?

Do you have an idea of what your house would be worth in its as is condition?

Have you thought about how much you need to sell for a quick cash sale?

(Pause and wait for their response and if they don't know)

About every seller we have ever worked with had an idea of how much they think they can sell their house for as is. I'm sure you have an idea.

How did you come up with that price?

Is that the least you can take for a quick cash sale, as is if we pay all of the closing cost?

(If they mention tax value or give a price that is based on tax value)

Some people look at tax value and think that's the value of a house. Unfortunately tax value is only relevant for tax purposes. I have seen houses bought at 10 times tax value and 10 percent of tax value.

What any seller really has to do is look at what other similar houses have actually sold for in the area. These are called comps, or comparable sales. It is what appraisers and Realtors use to determine value.

Now you may be able to get that price (or tax value) if you get the house in tip top shape, list it with a Realtor for a year and wait until a decent offer comes along. However, then they have to qualify for a loan, the house has to appraise and pass inspection. Even then you still have to pay the Realtors commission and some closing cost.

The advantage of working with us is that we pay cash, can close quickly and we pay all closing costs. Whatever price we agree to, that is the amount you will walk away with minus any taxes you may owe. Plus you do not have to make any repairs before selling.

Do you have any specific plans for the money?

Have you thought about what you are going to do if you can't sell?

Would you consider selling on terms?

Instead of receiving all of your cash up front, you could actually sell at a higher price by selling on terms. It could also help save you a lot of money on your taxes. It's like having the cash flow from a rental property without all of the headaches of being a landlord. Would you like to hear more about it?

What is more important to you, getting a quick cash sale, as is or getting the best price even if you have to fix up the property, list it with a Realtor and wait for the right buyer to come along even if it takes 6-12 months?

(if best price is the answer)

So if you are wanting to hold out for the highest price I would suggest getting the property in tip top shape and listing it with a Realtor then in 6-12 months you will probably get a decent offer. But if you want to sell your house right away without making any repairs then I can help.

Is there anyone that would be upset if they knew you were selling?

Is there anyone else that will be involved in the decision of selling the property?

(if so)

Who is it?

Whose name is the house in?

Is there anything else that we need to know about the property or your situation?

Do you have any other property that you may be interested in selling?

If we can come to an agreement today, are you ready to get the paperwork started so we can get you your money in the next 30 days or so?

SETTER PASS IT TO LARRY

Let me see if I can get Larry the owner of the company on the phone to see if we may be able to help you. Hold on for a second.

ACQUISITION MANAGER MAKE THE OFFER

Ok, (sellers name) lets go ahead and take a look at the neighborhood and see what other similar houses are selling for in your area.

(Click on the map in properties app to go to maps. You drive the street and look at the neighborhood to determine if it is a rental type of neighborhood or fix and flip type neighborhood. If there is not a street view in google maps click on the Bing link in the properties app to see if there is one in Bing.

Then click the zillow link in properties app or click the zilliw link in Bing. Once in Zillow, copy the address and paste it into the search bar. First look to see if there are any properties for sale in the area and how much. Then switch to SOLD listings and zoom out a little. Then sort by price low to high. Pick the lowest ones and tell the seller the address and month they sold. Then from that information, determine the ARV and based on the amount of repairs, make them an offer. Here is how you do it)

Well, based on what other houses are selling for and the amount of work that you said the property needs, it looks like we should be in the low to mid xx's but we would be willing to pay xxx for a quick cash sale as is. How soon did you want to close and get your money?

(Most of the time they will need to think it over or talk to each other. Or you may tell them to think it over and let's talk next week. Then set a task in podio to follow up with them)

I want to help you but we only have so much money to work with and I want to go ahead and allocate the funds for your property. Lets go ahead and get this started so I can get you the money as soon as possible.

OFFER ACCEPTED

I have a simple one page standard offer to purchase that says I am buying your house as is and I am paying all closing costs and there are no commissions.

(If they have an email address)

We use a service called Right Signature, it's like DocuSign and we can simply email you the One Page Agreement and you can sign it on your phone or computer. Will you be available to do that in about 30 minutes or so. .

(If using a mobile notary)

Are you going to be home later this afternoon or evening? I have someone in the area that could stop by and get the paperwork going so we can start the process and have you your money in around 30 days or maybe less. What is your home address? (if they don't live in the house) What time can I have our person stop by?

(If going in person or mailing it)

**I can have our field inspector Kandas meet you at the property and we can get the paperwork started and look at the property at the same time.
What time is good for you?**

We have a lady in our office named Jo, and she is our closing manager. She is a sweetheart and you are going to love working with her. She is going to be with you every step of the way until closing and getting paid.

POST CLOSING

Now we have been doing this over 34 years but were not Bill Gates or Warren Buffet so we do have limited resources. So before we move forward I want to tell you what this means to us.

What it means to us is that we will be allocating funds to purchase and close on your property. That means we may turn down other properties to make sure we have the money

to close on your property. We do not want to get close to closing and have to tell you that we bought another house and can't close on yours. And you don't want that either.

But even more important, what it means to us is (re-state everything they told you about why they wanted to sell. EX: you will not have to deal with rehabbing the house and worry about tenants tearing it up again and you will not have to deal with collecting rents and can enjoy life more now that you do not have to deal with managing the property. That's what it means to us)

So if there is any hesitation on moving forward lets talk about it now because as I mentioned, we have many other properties that we are looking at but we only have so much money to work with. Are you sure you want to move forward to get this done as soon as possible so you can get your money and move on?

I mean you're not going to go into the witness protection program or anything after we hang up are you? lol

Great, then let's get this started. I promise that we are going to make this as seamless of a transaction as possible. Congratulations and welcome to the family!