**SELLER SET SCRIPT**

**CONTACT INFORMATION**

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

**or…**

**Hello, this is (Your Name Here) with (Your Company Here) and I was calling you back about the (Marketing they responded to), did I catch you at a bad time or is this ok?**

**Do you have a house you’re hoping to sell?**

“YES” That’s Fantastic, we are looking for another house to buy right now.

(If caller responds with anything other than yes)

If you’ve been remotely considering the idea of selling, we’d like to have the opportunity to present you with a Free, No Risk Cash Offer.

**Do you have a house you “might” be interested in selling?**

(If caller responds with a no again then end the call by saying:)

Well (sellers name), we’re actually looking to buy As Soon As Possible. What I’m understanding, is that you don’t have a house for sale or you’re not ready to sell. But please keep our Phone Number and give us a call when you decide to sell. We’re always looking to buy.

(Put caller in your database and follow up with them monthly by phone, text and email.)

(If caller wants to be removed)

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

**Now (Seller Name) before we can determine how much we can buy your house for, there are some questions that I need to ask about your specific plans to sell and the property condition, okay?**

**Okay great, and as we go to the process, I’m reading from a list of questions 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 as soon as possible. it shouldn’t take more than a few minutes or so. Let’s go ahead and get started.**

(If they have a lot or land for sale)

Well we typically just buy houses because lots and land take so long to sell. We have found that even if we do buy a lot or 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 only typically pay about 10-20% of current value. But it would be an all cash offer and we pay all closing costs.

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

**First, I just want to make sure I have your name correct.**

**I have your first name as \_\_\_\_\_ and last name as \_\_\_\_\_ .**

(Repeat and confirm the spelling of their full name)

Fantastic, thank you for helping me with that!

(If doesn’t want to give name)

As I mentioned, my name is \_\_\_\_\_\_\_\_\_ and my job is to gather some information so that our company owner can put together the best cash offer for you. Will that be okay?

**In case we get disconnected what is a good number to call you back?**

(Verify and ask for any alternative phone numbers and clarify if they are home, work or mobile.)

(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**

**Before we get started with your property details, let me tell you a little about what we do. We help homeowners like you sell their property for cash. We 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.**

**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?

Good luck on selling your house and be sure to keep our phone number just in case you find yourself looking for a ready, willing and able cash buyer. We are always looking to buy more houses. Thank you again for calling.

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

**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?**

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

(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?**

**What are the annual taxes?**

**What is the annual insurance?**

(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?**

**How many bedrooms does the house have?**

**And, How many baths does the house have?**

**Do you have an idea of what the Square Footage is?**

**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?**

**How far behind are you?**

**Is there a foreclosure date scheduled?**

**CONDITION**

Okay, thank you so much for helping me with that. (Sellers Name) just so you know how we work, we are actually going to make you a cash offer to buy your house before going see it. Once we agree to buy the house and you agree to sell us the house, we will send one of our field inspectors out to take pictures and determine the exact condition and repair cost. In the mean time its 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?**

(If needs repairs)

Well the good news is we buy houses in any condition. So regardless of the condition we can probably still help you.

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

**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?**

**Does it still have the original plumbing and electrical panel and wiring?**

(If the house is old)

**Does it have the old fuses or breakers?**

**Will we need to replace any doors or windows?**

**Are all of the floors level inside the house?**

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

**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 unit?**

**Would you say the landscaping needs any work?**

**Are there any cracks or other problems with 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?

(If they live in the house)

**Do you happen to have any pictures of the interior and exterior of the house?**

As soon as we get off the phone, I will send you an email so that you can simply reply to it and attach some pictures of the house if you don’t mind.

**How soon do you think you will be able to send me some pictures of the house?**

Thank you for doing that for me. That will really help us to get you a more accurate cash offer. I’ll go ahead and send you an email as soon as we get off the phone with some instructions for the pictures we need. All you have to do is reply back to the email with the pictures of the property.

(In the email say that you need the following pictures: Every room, any repair areas, all mechanical items, all four sides of the house and any extra structures or out buildings.)

**MOTIVATION**

**So what is going on right now that has you wanting to sell?**

We can certainly help you with that!

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

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

**Have you ever thought about seller financing it?**

Seller financing could provide passive cash flow without dealing with tenants, taxes, insurance and repairs and maintenance. It could also save you a lot of taxes but we can talk more about that later.

**Whose name is the house in?**

**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?**

**PRICE**

**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 and wait a while for the right buyer to come along?**

(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 a year or less you will probably get a decent offer. But if you want to sell your house right way without making any repairs then I can help.

**Have you though about how much you need to sell the house for a quick cash sale?**

(Pause and wait for their response and if the 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. Im 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 they mention tax value or give a price that is based on tax value)

Some people look at tax value and think thats the value of a house. Unfortunately tax value is only relevant for tax purposes. I have see 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 houses have actually sold for in the area. These are called comps, or comparable sales. It is what appraisers 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, you then have to hope they qualify for a loan, hope the house appraises and passes inspection. Even then you still have to pay the Realtors commission and closing cost.

The advantage of working with someone like us is that we pay cash, can close quick and we pay all closing cost. 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.

**WRAP UP**

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

**So, if we can come to an agreement on the price, are you ready to get the paperwork started so we can get your money in the next 30 days?**

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

(Then you google the address and 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, then go to zillow and scroll down and look at the neighborhood tab. Zoom out and look for sold comps. 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 could make an all cash offer of around $xxx. How soon did want to close and get your money?**

(If using a mobile notary like [www.nssnotary.com](http://www.nssnotary.com))

**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) **I have a simple one page standard offer to purchase that says I am buying your house as is for XX and I am paying all closing cost and there are no commissions. What time can I have our person stop by?**

(If going in person or mailing it)

**I can meet you at the property at \_\_\_\_, and we can get the paperwork started. What time is good for you?**

**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.**