



Outbound Seller Script for Motivated Sellers

(this script is for when you are speaking to sellers that may be interested in selling their house)

Hi this is _____(your name) with _____ (your house buying company)

I am calling about your property at _____ (insert property address)

I am a local real estate investor in your area, and I am interested in buying a few more properties. Your property may be a good fit.

Would you be interested in selling your property.

No: Ok, do you have any other properties you would be interested in selling? If not politely end the call.

If They Say Yes, or How Much Are You Offering: I cannot give you an exact offer amount without asking you some more questions about your property and its condition. Would you have a few minutes now for me to ask you some additional questions?

At this point, you want to **confirm the address of the property.**

The address is (repeat it to them and fill it in below)

Address: _____

City _____ State _____ Zip _____

Pull up the property on Zillow so you know what you are looking at and can get a feel for the property. Confirm with them the details of the property like the number of beds and baths, square footage, year built and other details of the property.

How many bedrooms and bathrooms are there? _____ This can be rephrased as "so this looks like it's a 3 bed 2 bath house? Let them answer take notes

What type of property is it? (Single Family Home/Duplex/Condo/Townhouse). This can be rephrased as "so this is a single-family home" _____

And the property square footage under air is (confirm Zillow number)? _____

What year was this house built? (or confirm the year from Zillow) _____

Is this house a concrete block house or a wood frame house? _____

Do you know if the house is built on a concrete slab or if it is raised off the ground?

Pull Up the Property Appraiser Listing for The House to Confirm

Are you the only owner of this property or do you own it with someone else? _____
This is important because you need to know if there is more than one seller that needs to be willing to sell and if there is more than one person that needs to sign the purchase contract. If there is another owner, are they looking to sell too? _____

Timeline

If we can come to an agreement on price, how soon are you looking to sell? _____

You can use certain future holiday dates in this question. For example, are you looking to sell before Christmas? Your goal is to see how much of a hurry they are to sell. This will help you gauge their motivation. If they are not in a hurry to sell, they are not as motivated as if they say they would like to sell within 30 days.

Condition

How long have you owned this property? _____

Do you currently live there? Is the property occupied or vacant? _____ (don't ask this if they have already told you that they live there).

Is the property a rental property? If yes how much is it rented for? _____

Do you know approximately how much your property could be rented for? _____

Does the house need any major repairs? This is your opportunity to find out about major damage like hurricane damage, flood damage, fire damage, mold or water damage etc. Listen carefully and take notes _____

When was the last time the bathroom was renovated? _____

How about the Kitchen? _____

What about the flooring _____

What is the condition of the roof? _____ How old is the roof? ____ Are there any leaks? _____ Is there any water damage? _____

Does the house have central air? _____ If yes how old is the central air _____

How old is the flooring? What type of flooring? (tile, laminate, linoleum, carpet)

Is the exterior of the house in good condition? _____

Motivation

Why are you interested in selling your house? This is an important question because sometimes they will mention distress factors like going through a divorce, they have lost their job, are relocating, in foreclosure etc. _____

Is the house listed for sale with a realtor? _____

If yes, at what price? _____

Price

How much are you looking to sell it for? _____

If I can make you a cash offer and close in 2 weeks with no commissions and no closing costs, what is the lowest amount you would be willing to take? _____ Listen to what they tell you.

If I could get close to that number would that work? _____

Conclusion

At this point, you should have all the basic information that you need. Your next step is to decide whether the seller is motivated enough, and whether the price that the seller will sell at could potentially be enough of a discount for you to be interested in buying the property. If it is, then **you need to make an appointment to see it as soon as possible.**

Ok this property looks like it would be a good fit. When could I come by to look at it?

Always Make an Appointment If There Is Any Motivation or Distress or Pain Points

If there is any motivation or distress, you should make an appointment to see the house as soon as possible. If they mention anything during your conversation that indicates that they have some pain points, then **make an appointment to see the house as soon as possible.**

Hot Lead Indicators

If the seller's reason for selling is one of these, then immediately make an appointment to meet with them and to see the house

- Probate / estate (someone has passed away)
- Divorce or getting divorced or filing bankruptcy
- Tired of renting / tenants (no longer wants to be a landlord)
- Can't afford to make necessary repairs
- Already moved to a different home / apartment
- Can't afford mortgage payments or property taxes
- Moving to assisted living facility / nursing home
- In foreclosure or pre-foreclosure
- Delinquent on property taxes
- Inherited the house and does not want to keep it
- The house is vacant or damaged