

Seller Scripts and How to Talk to Sellers

Calling sellers from lead generation sites such as ZBuyer etc.:

Hi, this is John Jackson with Leasing to Buy, and I was calling about your house on 123 Main St. Are you still looking to sell that property? (If yes, then continue. If no, then ask "Oh, I'm sorry to hear that. Do you have other properties") OK, fantastic. Well, our company buys houses for cash, but we also lease purchase properties, depending on the situation and what is best for the owner.

****Normally on a lead from a lead gen. site you'll have the data you need to make a good determination if it's a wholesale or lease purchase situation. If the owner is wanting full price, then it's a lease purchase, not a wholesale, so when you call them, you have a feeling of which way to move forward with the conversation...cash or lease purchase. Because they don't know who I am and I called them from a lead, I like to spend a little bit of time on the phone discussing their situation and letting them know what we do. I'll assume that you know how to determine if it's a wholesale deal or not, as that's not the point of this tutorial.**

BTW- Often lead generation sites will tell you what an owner is asking for the property but never say, "So, I see you are asking \$xxx for it, is this correct? Because the info on the lead site could be wrong.

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Taking/Calling leads from postcards (absentee owners):

Hello, this is John.

Yeah...I got your postcard thing in the mail and I wanted to see what you do.

You bet! Well, we actually buy houses for cash so we have the ability to close very quickly if that would help you since our goal is to get you your money as quickly as possible, but we can also look to lease purchase properties depending on what you need.

Let me ask you a few questions.

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Taking calls from postcards (specifically to listed houses we want to lease purchase):

This is where I do my "2 minute script" I'm pretty well known for. It's actually about 90 seconds..but who's counting.

Here's the thing..when a seller calls from a mailing I did to listed houses then I know they are lease purchase candidates and I don't need all of their story and I don't have time to explain the finer details of a lease purchase. I just want the basic info I need.

"Hello, this is John." "Yeah..I got your little brochure thing in the mail and wanted to see what you all do."

“Oh, you bet! Well, we buy properties for cash but we also lease purchase properties where we get you full price and you don’t pay any commissions so you get all of your equity. And I apologize but I’m actually at a house right now at an appointment to show a property, we are getting a LOT of activity right now and the houses we have are going fast but let me get some information from you if I could and I can get back with you in just a few hours when I get back to the office.

First, is this a good number to get back with you at?

Great! What is your property address?

Is it listed or...are you trying to sell it your self...?

What is it listed at?

OK, and one last thing then I have to run as our buyer is waiting, what is a good e-mail for you and I can forward you some information as soon as I get back as I’m working on your file?

Calling leads from bandit signs:

These are the only calls where you have to do some screening so they can’t track you, as I imagine your city doesn’t allow signs to be put out and you don’t want to be getting a citation from the city.

So..what is a young entrepreneur to do???

I recommend using a service such as Google Voice, FreedomVoice, Grasshopper, Vumber etc.

These calls should go to a pre-recorded message then you are returning the calls.

Odd message such as: Yeah, I had a few questions, my name is * my number is ***

This is probably code enforcement.

Call from your Google # and get an address and tell them you are with Blah Blah Blah property buyers.

They leave a name and address, then you pull tax records, look at comps etc.

Hi, this is John and you called earlier about a house you were looking to sell.

Yeah...I have a house on blah blah blah..

** go to our Property Lead Sheet***