

Inbound Seller Script: Set for Acquisitions Manager/You

This is an example of a script

You need to have a property information sheet to fill out as you take the information

Hello, webuyhouses, inc. Sally speaking, may I help you? (wfa)

Yeah, hi I got this card, how's this work?

Oh, great, I can tell you all about that. Again, my name is Sally Smith, what's your name?

Bob Jones

Thanks.

In case we get disconnected, Bob, what telephone number are you calling from?

Thanks, is that your home phone, your work phone or your cell phone?

Great.

I wonder if you could help me out and do me a favor. We do a lot of marketing and advertising, and we need to track what's working and what's not, could you help me out and tell me, how did you find us?

(wfa, clarify as precisely as you can the exact marketing campaign)

(Follow up if necessary: Did you receive a letter or did you see one of our newspaper ads?)

Our company buys 3-4 houses each month in the greater Metropolis (Your city/county/area) area.

Tell me Bob, do you have a house for sale? (wfa)

So I can better serve you, Bob, what's the property address?

And what city is that in? Thanks

Tell me this, Bob; if you had a professional appraiser come out and appraise your house, what do you think it would come in at?

Thanks. What do you base that value on? ...Comps, an appraisal, a guess, realtor?

If it was an appraisal, ask,

Was that a “refi” appraisal?

If no skip to mortgage

Bob, the reason I ask is that current research shows that refi appraisals tend to be a bit inflated for loan purposes. How much do think it's **really** worth, you know, if a new buyer were to come in and pay cash?

Got it

Do you have a mortgage on it, or is it free and clear?

And what's that amount Bob?

Thanks

Is there a second mortgage as well?

OK.

Other than that, are there any other mortgages or any liens on the property that you know of?

thanks

Bob, if we paid all the closing costs, took your house as is and closed quickly, what's the least amount you'd consider?

Bob, can you hold on a quick moment while I grab the schedule? Thanks

Calculate the equity.

(If they qualify, continue; else go to No Qualify Script)

Hi Bob I'm back, are you there? Good. Just a few more quick questions...

Do you know what year the house was built?

And the approximate square footage?

Thanks

And how many bedrooms and baths?

Thanks

(if they haven't told you already)

By the way, Bob, why are you selling...what's your situation?

If they have told you, then re-check:

So Bob, just to clarify, the main reason you want to sell this house quickly is
(feed it back and check for understanding)

Is the house listed with a realtor?
(If yes do the listed script, else continue)

Now I'm going to ask you about the condition of your house. On a scale of 1-10, with 10 being high, how would a first time visitor to your home rate the outside appearance as they drive up to your house, for the very first time?

OK and what needs to be fixed to make it a 10?

If we hired a professional contractor, how much do you think that would cost?

Same for the inside. On a scale of 1-10 Bob, with 10 being high, how would a first time visitor rate the inside of your home?

(If they balk, ask about carpet and paint. If they have kids, they need at least that much, if not more.)

OK and what needs to be fixed to make it a 10 on the inside?

Thanks

Bob, if we hired a professional contractor to spruce up the inside, how much do you think that would cost?

Ok, great.

Last question and thanks for your patience.

Are you the sole homeowner, or do you have a partner?

If sole owner skip

Other than you and _____, is there anyone else on title?

I'll see about getting you on our schedule so we can come out and look at your house and leave you with three written offers. Bob, what's the earliest hour both you and Mary are home during the day?

Let's see, we're pretty much booked up for the next week or so. How's (future day) the (future date) look to you?

That is a ways off isn't it? Hmm, let me see...

Wait a minute, my acquisitions manager is going to/I'll be in your neighborhood looking at some houses (sooner day/sooner time).

I might be able to squeeze you in then. Would day between ____ and _____ work for both you and Mary?

If yes, skip to recap appointment information, else

OK, How about ____ day at around _____?

If yes, skip to recap appointment information, else

OK, How about ____ day at around _____?

If yes, skip to recap appointment information, else

Alternative choice

Gee whiz, Bob, your busy as a can be, aren't you?

OK Let's look at ____ week. Is early in the week or later in the week good?

OK, daytime or nighttime?

OK, which day/night, ____ or ____?

Ok we got one. Thanks

Skip to recap

Recap appt information

OK great. Let me recap. Bob, can you grab a pen and write this down someplace where you'll remember it?

Ready?

We're set for ____ day. Set to arrive between ____ and _____.

The name of the person coming out is _____/

or I'll be coming out and my name is _____

If just one owner, else skip

And if you are unable to keep the appointment, please do us the courtesy of calling our office at ____ - ____ - _____. OK?

Thanks and we'll see you between ____ and ____ on day. Bye bye.

If two owners:

Great, be sure and let (spouse/partner) know so we don't catch them by surprise! OK?
Great.

And if either of you are unable to keep the appointment, please do us the courtesy of calling our office at ____ - ____ - _____. OK?

Thanks and we'll see you and spouse/partner between ____ and ____ on day. Bye bye.

Listed house script

How long has it been listed? And for what price?

Did you start there or was it higher originally?

Really?

Well Bob your house sounds like something we'd be interested in buying and if we did, we could close quickly, in a matter of days. **Unfortunately**, we don't buy listed properties. When is your listing set to expire?

(If within 2 weeks, resume with the script and set the appointment)

Well, I'll be glad to put you into our system and give you a call back after that date if you'd like. Or if something changes and you decide to withdraw the listing, give us a call ok?

Thanks for talking with me and I'd like to send you a little something about our company in case you ever decide to sell it quickly in the future. Let me verify your address (repeat the address).

I'll put it in the mail today. Thanks for calling, I wish you good luck selling your house. Bye.

No Qualify Script

Hi Bob, are you there?

Well, based on the information you've given me, it doesn't look like we'll be able to buy your house. We do, however, want to thank for your call.

(Say good bye and wish them well if they have no questions)

(if they press regarding price)

Any offer we would make would be for less than what you owe on the house. You'd have to bring money to closing for us to be able to buy your house. Would that be a possible option for you, to pay us to buy your house?

If no, say goodbye

If yes, ask

What's the most you'd be able to come up with for us to take your house off your hands for you?

Tell you what I'll do. I'll take this information to my acquisitions manager and see if he is interested at this amount and I'll call you back either way, ok?

I'll get back to you by time/day/date.

Thanks again for calling, talk to you soon. Bye.

Out bound Seller Script

It's virtually the same script with a few subtle changes.

Hi this is Sally Smith from webuyhouses, inc. I'm returning the call of Bob Jones. May I please speak to Bob?

(If other than the prospect answers, when they come on the phone, introduce yourself, else skip)

Hi, Bob this is Sally Smith from webuyhouses, inc.

Recently you:

- Left us a message
- Sent us an email
- Filled out a form on our website asking for information
- Other

Does that ring a bell?

(If not, describe further)

Then begin script inbound script:

Our company buys 3-4 houses each month in the greater Metropolis area.
Tell me Bob, do you have a house for sale? (wfa)