



# Direct to Seller Cold Call Script

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## Intro:

1. Hey (**Seller FIRST Name**) ! This is (**your name**) with the Local Home Buyers. I was calling about your property on (**STREET NAME ONLY** ). We're real estate investors, I just wanted to see if you have considered possibly selling ?

[Yes] > Oh Awesome! We're looking to buy properties in this area. >>> then continue to condition

[No] > *Ok I completely understand, do you have any other properties that you would consider selling?*

(No): Okay, and who do you know that's looking to sell?

(No): Okay, well thanks for your time, have a wonderful day!

If no address or name is shown: Hey, this is (Your Name), I was calling to see if you had a property you were looking to sell by any chance?

**\*If this happens, please let us know\*\***

## INTRO REBUTTALS:

If they seem pressed for time > [Validate]

- I just need a couple of minutes to get a better understanding of the property so we can make a more educated offer.
- [Backup answer] I know I probably caught you in the middle of something, The call usually only takes about a couple of minutes

Common Responses:

1. "What's your offer?"

- Great question !! We haven't run any numbers yet, we wanted to gauge your interest in selling first. Having said that, do you have a number in mind you would like to get for your property?

2. "If I get the right price" > Great! What's the right price for you? (use their own words)

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## Condition

1. What can you tell me about IT ?
    - a. *Common Response:* "What would you like to know?" >  
Answer: Well, [Mr/Mrs. Seller] Every House has a story, I was just curious to know, what's the story with this one ?
  2. Just to get a better idea of the condition, What would you rate your house 1-10, *10 BEING A BRAND NEW HOUSE* ?
    - a. **[If anything other than a 10]** FOLLOW UP with - What do we need to do to make it a 10?
  3. If you had a \$20,000 [thousand] dollar Gift Card from Home Depot. What would you spend it on?
  4. Confirm Bedroom and Bathroom count as well as square footage **[BY LOOKING AT ZILLOW and MAKING A STATEMENT]**
  5. Is anyone living in the property right now?
    - 5a. [Yes] Are you renting it?  
If so, how much does it typically rent for? OR What are the rent rolls on each unit?
    - 5b. What kind of lease do they have? When does it expire [if it's contract]>?
    - 5c. Does each unit have separate entrances and utilities?
  6. Is there anything else you think we should know about the property?  
**REBUTTAL:** \*Anything you'd think would be important for us to know when valuating the property.
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## Motivation

1. **Validate + Question !!!** > THEN ASK "What has you thinking about POSSIBLY selling ?
2. Oh I see, How long have you been thinking about selling, prior to my call?
3. **[If price is the only motivation]** > ASK > Besides getting the right price, what would be another reason you would consider selling?
3. What happens if you don't sell this property [Mr./Mrs. Seller] ?

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## Timeframe

1. We can close as quickly or as slowly as you'd like. With that being said, What time frame works best for you?

a. [Yes] > ok, great!

b. [If owner-occupied], Have you found your next home yet? Where are you in the process?

*\*\*Never say how soon you're looking to sell\*\**

2. Does it make sense for me to follow up with you ?

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## Price

1. What number did you have in mind for the place in its current condition?

B. Do you have a Price Range, or at least a ballpark price?

2. [After they give you a number, ASK] ->

a. How did you arrive at that valuation? ....

b. Is there any wiggle room in that price range?

3. [IF THEY SAID NO or IDK] Do you happen to know what similar houses are going for in the neighborhood? (in similar size and condition)?

3a. [If response still no] > “We're investors so we want to get the property for the lowest we can, and you'd be wanting the highest number. What we want is not always in your best interest. So what ARE you looking to get or walk away with? Even if it's just a ballpark?”

3b. [If they are still saying NO] “ Look (Mr./Mrs. Seller) It's your Property so, at the end of the day, you dictate when you'll sell it, how much you sell it for and even who you sell it to. I can't promise you I will get you that number, but I can

try to do everything in my power to get as close to that number as possible for you.

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**TERMS:** [ Only pitch if they're asking above Zestimate or Online Estimates]

1. **CHECK ZILLOW> IF THEY WANT FULL ASKING PRICE (Zillow Zestimate)**  
> “If We were able to come up to your ASKING PRICE would you be OPEN to DISCUSSING TERMS?”
    - a. “What are terms?” > Terms is another way we buy houses and it gives us the ability to give You the highest price possible! We can give you more money in exchange for more time.
    - b. [Share a 3RD PARTY STORY..]. Terms is Similar to buying a Car or a Big Ticket item, you pay some upfront and the rest over time. So instead of us giving that money to lenders and Banks, we're able to give ALL THAT MONEY TO YOU!
  2. [IF THEY SAY NO] > I completely understand (Mr./Mrs. Seller) but just out of curiosity, what do you hate about that idea of selling your property on terms?
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**Mortgage Info:**

1. Now, if you decide you want to sell the property to us, Are there any back taxes or mortgage balances that need to be taken care of ?
  - 1a. [If they say, YES] Ok, you probably have no idea what balance we would need to pay off if we bought it, right?
2. Another way to ask for the mortgage  
[Variation] After we take care of the mortgage, what would you like to walk away with? (acknowledged their response)

Mortgage Rebuttal : ““When there’s a mortgage, it takes longer for title to close”

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## Decision Makers

1. We want to be respectful of everyone that's involved in this process. Who do we need to bring into the conversation?
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## Call End

1. Thank you for your time today. I'm going to send this information up to one of our property specialists, they'll do the due diligence and give you a call back .
  2. Is this the best number to call you back on?
  3. What's the best time to call you back: Morning, Afternoon, or Evening ?
  4. Also, Do you own any other properties? AND Who do you know that's looking to sell? Even if it's just land.
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## Do Not Call (Legal)

- A. **[If they insist on questioning you about location, identity ]** > "SEEMS LIKE I'M BOTHERING YOU...WOULD YOU LIKE ME TO PUT YOU ON THE DO NOT CALL LIST"?
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## Frequently Asked Questions/Rebuttals

1. **"If you don't know the answer to a question/concern** = That's not my department. I'm going to pass this information on to my property specialist and we will follow up with you soon.
2. **"ARE YOU GOING TO LOWBALL ME?"**  
= We just looking to make you a fair offer for your property"

=We don't want to waste your time and make a low ball price with you, we buy houses multiple ways and we are looking for fair market value so help me understand a little bit about your property.

3. **DO NOT SHARE PRICE OR RENT INFO** = " It is important that you provide us with this information because that dictates how much we can offer for the property.

4. **WHERE ARE YOU LOCATED** = "we're local" >> FOLLOWED BY A QUESTION!

5. **If you do not understand what the seller is saying (at any point in the conversation,** instead of saying > "can you repeat that or I didn't get it" say "Mr/Mrs. Seller THE line was cutting off". Blame the connection instead of having them repeat themselves. Make sure you say THE line, not "my line" or "your line".

6. **"THAT'S NONE OF YOUR BUSINESS"** > The better we understand the situation, the better we can help"

7. **[Try to keep them on the phone]** > I understand, let's get these questions out of the way then so when you're ready, the ball is already rolling for you.

8. **70/30 Rule** - You should be speaking 30% of the time and the person you are calling should be speaking 70% of the time.

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## Identify Four Pillars

