



Lead Manager Script

1. Intro

A.) Hey {Seller Name} this is {Your Name} I'm calling back about the property on {Street Name}. I'd like to get caught up to speed so I can have a better understanding of what you're looking to accomplish and where you are in the process.

B.) Hey {Seller Name} this is {Your Name} I'm calling back about the property on {Street Name}. You spoke to someone on our team about us potentially purchasing it. Are you still looking to sell that property?

2. Upfront contract

Great! So this call usually takes about 5-10 mins. My goal here is to find out a little about the property and review all your options with you. This way I'll have a much better idea of what you are looking to accomplish to see if we can bring you any value.

3. Motivation (Roller Coaster)

So what **specifically** has you wanting to sell this?

Ask 3 socratic (open ended) questions

- When you say (repeat any sign of pain), what do you mean?
- How long have you been thinking about this?
- What else have you done to get this sold?
- How have you been holding up?
- Mirroring?
- What happens is you are not able to sell this?
- How is this effecting you?
- How is this effecting your family?

Full understanding

- **Past**- when did they buy it? What plans did they have for it?
- **Present**- Occupation status.
- **Future**- If they were able to get the money whats next? If they dont get the money whats next?

A.Picture perfect

(Seller Name), If you wave a magic wand and everything could go your way, what would that look like? (**Distressed situation**)

OR

(Seller Name), lets fast fast forward. You finally sell this property and get a chunk of change in your pocket, what's next? (**Non-distressed**)

B. Flip side of the coin

- What happens if you **don't** sell?
- Is this a **big deal** for you to get this done?

4. Road Blocks

Influencers: "Who else needs to be on this call for you to be able to make a decision?"

Timeframe: "Typically we do look to close in 30 days, but we are flexible. What timeline do you think would work best for you?"

Money: "How much were you **hoping** to get for the property? {Wait for number} Ok so if we take care of all the closing cost, commission and you can sell it as- is what is the best price you can do for me?"

Discomfort: "Lets assume you like our offer, whats the next thing if anything that you would have to figure out?"

5. Setting Expectations: Build up

I think I have all the information I need. Whats going to happen now is I will get this over to our property specialist who will give you a call and go over all of your options. At that point if you feel like we might be a good solution for you then the specialist will go over next steps.