

On Market Script:

Before getting on a call you need to Identify the property and do a little prep work:

Fact-Finding:

- Open two tabs: Propstream and Zillow.
- Spend 3 minutes reviewing property pictures, neighborhood condition, and rental rates.

Ring ring:

INTRO

1. AGENT NAME! **(High energy)** How are you? This is **(your full name)** calling... is 998 Sesame Street Dr. still available?

- If no, congratulate them on their sale, and ask when it closes and what kind of offer (creative or traditional) make a task and follow up

CONDITION

2. I'm just looking on Zillow right now and the house looks **(describe the property accurately) great, remodeled, rundown, trashed, rough, needs updating, vacant, pretty good)** this is exactly what my team and I are looking for right now. Or it definitely fits our buy box.

3. Let me ask you, first off, are there any deficiencies you are aware of in regards to roof /HVAC/ plumbing/ electrical/ foundation? Is there anything in the seller's disclosures that I can't see from the pictures?

If there are any major repairs ask them how the seller plans on taking care of this? Are they paying for this, are they discounting accordingly?

OCCUPANCY

4.

A (Based on what you now know if the home is vacant) Hey...I noticed that the home looks vacant, what's the situation over there. Did the sellers move out of state for work? Is it a divorce? retired?

B (If its occupied) Looks like the home is occupied, when do the sellers want to leave and why is this important to them? **Get as much info as the agent is willing to spill. They might just say (I can't disclose that) you just move to the next step. (Use this moment to gain info on what the possible pain is, pain will be the driving force that will get this deal done. Get them talking).**

5. Ok, got it... **as an investor** I need to know **if** I can cash-flow this property. Do you know what this house would rent for as a long term rental? **Whole purpose is to get them to talk**

Let them talk and gather info, rely on them as the expert to build rapport and power differential.

By now you should know:

- sellers situation (pain/motivation)
- condition of the property
- rental rate
- You've already looked up the loan balance and interest rate (propstream)

If you don't... **DO NOT PITCH TEMS** you still need to get the missing pieces. **WHAT IS THE SELLER'S PAIN/ MOTIVATION**. This is the most important fact. Once you know the pain, our job is to solve it. *Solving the problem = Gets you paid.*

6. We buy houses 2 different ways... meaning we either do a **fix'n flip** or **buy'n hold**.

A) If we go down the path of **fix'n flip**, this is going to be a traditional cash offer, which means we need to factor in all of my potential expenses (*rehab, listing fee, holding costs + we have to make a small profit*) which is why our offer has to be low. **If the agent presses you for a number just say...** look I don't want to insult you or your client, nor do I want to waste your time if this isn't going to be an option. **(they will respect this)**

B) If we go with a **buy'n hold** option, I can create a situation where everyone wins by offering a **higher sales price**. Now, I could do that by **buying out the seller's equity, paying your 3% listing commission and closing costs**. Now, if I could do that, would your sellers be open to letting me take their *payments over*?

*****This is where you have to shut up and let the awkward silence**

roll* If you get a YES**

7. That sounds great. In order for my underwriting team to present an accurate offer I'm going to need a current mortgage statement, is that something you can email or text over? If your seller doesn't feel comfortable with that, you can just text me the numbers alone, I'll need the: Monthly PITI, interest rate and loan balance.

If you get a NO

- I totally get it, this doesn't work for everybody, but just so I can better understand the situation...what isn't sitting right with you about what I've said?
- What happens if the seller doesn't get a traditional offer they are willing to take?
- What happens if you lose the listing? I know how hard agents work on their listings... that would mean all of your hard work would be for nothing.

If the call ends with a no, just tell the agent that you'd like to follow up with them in a few weeks to see if anything has changed. Also **ask if they have any other listings that this might be a solution for.**

Great, good talking with you **(agent name)** I'll be in touch, thanks! Bye for now.