

Telemarketing Script for FSBOs

TeleMarketer (if the house is for sale): Hi, I'm calling to see if your house is still for sale.

HomeOwner: Yes (then go to next question). **If No, ask them if they have another or know of another property for sale. Get that info and thank them and say goodbye. If yes, continue.**

TM: That's great! My name is _____, and who am I speaking to?

HO: _____

TM: Hi _____, we are not realtors; we're a group of private investors interested in buying several houses in your area. Can you tell me a little about your house, please?

Note: make sure you're talking to the homeowner and if not find out the owner's name and number and call back when owner will be home.

HO: _____

TM: **NOTE: As they're telling you about the house, jot down pertinent answers on the property information sheet. Let them talk as much as they'd like and they may volunteer more information than you need. Our goal is to quickly determine if there's ANY sense of motivation to sell their house at a discount. If they're only talking about the beautiful features of the home, and nothing else – at any slight pause in the conversation ask the following question:**

TM: Sounds like a really nice house, I'm curious, why are you selling?

HO: _____

TM: **NOTE: This is where you'll find out if there's any motivation or not. Write down the reason for selling on your seller information sheet.**

TM: What are you asking for the house?

NOTE: Ask this question if they've not volunteered this answer already.

HO: _____

TM: I'm curious, how did you come up with the price? **(This is where they'll justify the price)**

HO: _____

TM: Do you have an appraisal? How old?

HO: _____

TM: Is the house currently listed with a realtor?

HO: _____

TM: **NOTE: If listed, ask the following question?**

Since we called you off of your own ad, can we deal with you directly?

HO: _____

TM: If we pay you all cash and close quickly what's the least you'll take?

NOTE: SHUT UP! Get a number from them, if you have to, repeat the question.

HO: _____

TM: **NOTE: Repeat the number as if it was a shock to you and pause. If they don't say anything, ask the following question.**

TM: Is that the best you can do?

HO: _____

TM: What is the approximate mortgage balance?

HO: _____

TM: **NOTE: If the mortgage balance is close to what they are asking for (within 20 to 30K, ask them this question (if not ask the next question): Would you sell for what you owe?**

HO: _____

TM: Would you consider owner financing?

HO: _____

TM: We'll need to do our due diligence and get back to you with a written offer. Do you have a fax number?

HO: _____

TM: It was a pleasure talking with you and thank you for taking the time to answer my questions. Have a great day!

Telemarketing script for properties that are NOT for sale, yet:

Telemarketer: Hi, I'm calling about the property located at _____, and I'm interested in purchasing it for cash? Would you like to sell it?

HomeOwner: Yes (then go to next question). *If No, ask them who the owner is and talk to the owner. if they have another or know of another property for sale. Get that info and thank them and say goodbye. If yes, continue.*

TM: That's great! My name is _____, and who am I speaking to?

HO: _____ (John, Judy, etc.)

TM: Hi _____ (use their name), we are not realtors; we're a group of private investors interested in buying several houses in your area. Would you like to sell your house?

Note: make sure you're talking to the homeowner and if not find out the owner's name and number and call back when owner will be home.

HO: Yes or For the right price it's for sale (then go the next question). *If No, ask them what they plan to do and if they have another property they'd like to sell or know of another property for sale. Get that info and thank them and say goodbye. If yes, continue. If you sense that they are not ready to sell ask them politely, "May I take the responsibility of following up with you in the future? After a month or would you prefer I wait couple of months?" And thank them for the time and put it in your tickler file.*

TM: I'm curious, when were you at the property last (if the property is vacant/abandoned looking)?

HO: _____ (last week, last month, last year, etc.)

TM: Could you tell me about the property and the current situation?

TM: *NOTE: As they're telling you about the house, jot down pertinent answers on the property information sheet. Let them talk as much as they'd like and they may volunteer more information than you need. Our goal is to quickly determine if there's ANY sense of motivation to sell their house at a discount. Find out the real motivation/reason for selling.*

TM: If we pay you all cash and close quickly what's the least you'll take?

NOTE: SHUT UP! Get a number from them, if you have to, repeat the question.

HO: "X" dollars _____

TM: "X" dollars? *NOTE: Repeat the number as if it was a shock to you and pause. If they don't say anything, ask the following question.*

TM: Is that the best you can do?

HO: _____

TM: I'm curious, how did you come up with the price? *(This is where they'll justify the price)*

HO: _____

TM: Do you have an appraisal? How old?

HO: _____

TM: Is the house currently listed with a realtor?

HO: _____

TM: *NOTE: If listed, ask the following question?*

Since we called you off your own ad, can we deal with you directly?

HO: _____

TM: Do you have a mortgage against the house?

HO: Yes (go to the next question)

TM: What is the approximate mortgage balance?

HO: _____

TM: *NOTE: If the mortgage balance is close to what they are asking for (within 20K, ask them this question, if not ask the next question):* Would you sell for what you owe?

HO: _____

TM: Would you consider owner financing?

HO: _____

TM: We'll need to do our due diligence & get back to you with a written offer. Do you have a fax number or email?

HO: _____

TM: It was a pleasure talking with you and thank you for taking the time to answer my questions. Have a great day!

Voice mail message (if the house is already for sale):

Hi, my name is _____ and I'm calling about your house for sale. If you'd like to sell your house as is for a fair price and close on the date of your choice, please call me @ 813-637-9797 x ____ (repeat the phone number and extension) or you may visit our website www.SellYourHomeNOW.com.

Voice mail message (if the house is NOT for sale, yet):

Hi, my name is _____ and I'm calling about your _____ (vacant/abandoned) house located at _____. If you'd like to sell your house as is for a fair price and close quickly, please call me @ 813-637-9797 x ____ (repeat the phone number and extension) or you may visit our website www.SellYourHomeNOW.com.