



Outbound Cold Calling Script

Opening

Hi, this is (NAME) with (COMPANY) I'm a local investor and I'm looking to buy a property in the area. I know this is a shot in the dark... I'm not sure if I even have the right number, but do you happen to have a property to sell?

If "yes": Move right into collecting info and going into your normal scripting.

If "no": Are you sure... it'll just take a few minutes and then if you're ever ready to sell you would know exactly what we would pay.

Sounds good - Do you have about 5 minutes so I can ask you some questions about your property?

Ok, great...after that I'll let you know what your options are and you can just let me know what you'd like to do.

Contact Information

May I have your full name, and the address of the property please?

What's the best phone number for you?

Where would you like us to email our contact information to?

Property Condition

Now I'm going to run through some quick questions about the property.

- What's the general condition of the house?
- Are there any major or minor repairs you haven't mentioned that need to be done?
- How long have you owned the property?
- Is anyone living in the property right now?
- *****If it's a rental property, ask "how much does it typically rent for?"**
- How many bedrooms and bathrooms?
- What's the condition of the roof and windows?
- Have the kitchens or bathrooms been updated within the last 3 years?
- Does the property have any special features?
- Is the property currently listed with a realtor?
- *****If yes, "can I get the contact information for your realtor?"**
- Is there anything else you think I should know about the property?

Motivation

This sounds like a property we might be interested in ...

Why are you thinking about selling it?

Motivation (Diving Deeper)

Really?

How long have you been thinking about selling?

Timeline

If you do decide to sell to us or anyone else, would you like to do so within 30 days, 90 days, or some time further out?

Amount Owed

If we buy the property, will we need to pay off any taxes, liens, or a mortgage?

(If So) Do you have a rough idea of how much?

Home Value

I haven't done my research yet... do you happen to know what houses in that area are worth?

What's the lowest offer you might consider for your property?

Is that at all negotiable?

Setting Next Steps – Qualified

You know, this sounds like a property we will likely want to make an offer on. Someone from our team will put your options and your cash offer together and give you a call. When would be the best time for one of them to call you?

Also, we may need to come out and take a look at the house in order to finalize things. If so, what are usually the best days for that to happen?

Ok, you're in good hands. Someone from our team will call you as soon as possible.

Leaving a Voicemail

Hi, this is (NAME) with (COMPANY). I'm looking to buy a property in the area. I'm not sure if I have the right number, but if you would be interested in getting a cash offer for your property just to see what I might be able to pay for yours, I'd love to give you an offer. I'll try to catch you another time, but if you'd like to get a hold of me before then, you can at (PHONE) or (EMAIL). Thank you.

Dealing with Objections & Concerns

Why did you call me (Why did you contact me)?

We are looking to buy a house in that area.

Why did you think I'm selling my house?

We really didn't know if you had any interest in selling, but we are looking for homes in your area, so we contacted you.

What is your offer?

I'm not sure yet. I'll need to ask some questions about the condition of the property to figure that out.

Have you seen my house?

No. I haven't personally seen your home, but we are looking to buy a house in that area.

I'm not sure I'll sell

I completely understand. By receiving an offer, you're under no obligation to do anything.

You can't have my email address

That's no problem.

Technical/Unique Questions (Any question you don't know how to answer)

That's a good question, but I don't know the answer to it. Should I have our home buying specialist call or email you back with the answer?

How'd you get my information?

Good question... our marketing department gets the information through public records.

"I just want an offer"

No problem. I just need to ask some questions about the property so we can get you one.

"You should be able to look up everything you need/Don't you already have the information?"

We do have access to a lot of information, but what we don't know is the exact condition of the property, or any updates or changes that might have been made. Those can have a big impact on our offer. Is it ok if I ask some questions about the property so we can put an offer together?