

THE WHOLESALERS **TOOLBOX**

SELLER SCRIPT

So, you've received a phone call from your marketing, AWESOME!

You know you need to call them back but you're nervous, what are you going to say? You don't want to blow the call, you start dialing their number and your heart starts beating faster, your mouth is going dry... OH GOD HELP!

Ok maybe it's not that bad for everyone but making calls to a seller can be intimidating for many people (nerve racking for others) so let's talk about how to make that call, what information to get and how to keep cool under pressure.

(Honestly in no time calling sellers will be a piece of cake and it will become second nature after you've done it enough times.)

Okay, let's get started with a few key tips

#1 Start building rapport & trust right from the start.

Start the call with introducing yourself and asking how their day is going... Try to engage in a minute of chit chat before you just jump into asking questions about the house.

This is more important than you think... People do business with people they like. If you're up against another buyer in this transaction you'll want to have rapport on your side. (It also helps when it's time to negotiate a sales price) So just this little gesture can start to show them you care.

(p.s. you should honestly care how they're doing and really listen to their response)

#2 ask them to tell you about the house.

I can find out pretty much anything about a house with just an address these days, but getting them to tell you about the property can uncover what they think is important. If they start with telling you what a mess it is or it needs work that's a great sign.

On the flip side if they tell you about how they just remodeled the place top to bottom and how it's better than all the neighbor's houses you'll know it's probably not a motivated seller.

Bottom line is ask a lot questions, let them reply and then ask more.

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#3 Ask them why their selling.

Again, asking questions and letting them answer is so important in this business so ask and let them speak

If you get them comfortable with you and encourage them to talk long enough they'll tell you everything you want to know...

- Why are you selling the house?
- How quickly would you like sell?
- What price did you have in mind?
- How did you establish that number?
- Is that price flexible?

This part of the call is so important because you're looking for their motivation. If they open up and give you their motivating reason question them further about it.

Seller: "I want to sell because I was renting the property and just got rid of an awful tenant"

You: "wow that sounds terrible, how long did it take to evict them? Did they tear the place up?"

Seller "It took us 3 months to get them out, it was a nightmare"

You: "Well I can certainly understand why you're motivated to sell, you're not the first person I've talked with that's experienced nightmare tenants like that... let's see if we can get you out of this mess"

Having them tell you about the pain will help build that rapport and trust between you and them and give you an advantage when you get to the negotiation.

Bottom line, empathize with them and be the person that can solve their problem!

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SELLER SCRIPT CONT...

#4 It's either a deal or it's not

Wholesaler's buy houses at **below market value** from **motivated sellers**, that's what we do!

If the house is fully remodeled and they want full price offer... **It's not a deal!**

If they're not motivated to sell at wholesale prices... **It's not a deal!**

If they play games, won't meet you at the house or give you the run around...**It's not a deal!**

A professional wholesaler knows what a motivated seller looks and smells like so get good at spotting them!!

Lastly, it's very hard to write or type or fill in a worksheet while you're trying to ask questions. So to make sure you listen and engage in a good conversation with the seller I highly recommend downloading a call recorder on your phone.

Use the script as a reference during your conversation, but don't fill it out during the call. When you're done talking hang up and replay the call while you fill out your worksheet.

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SELLER INFORMATION SHEET

- (1) Take a deep breath and smile when you talk,
 - (2) Avoid awkward pauses, keep the conversation going.
 - (3) Remember it's OK to say "I'm not sure; I'll have to get back to you on that."
 - (4) **Press Record on your call! <--CRITICAL!!!**
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Hi, can I speak with _____? How are you today?

- Hi, I'm _____ and I'm returning your call. You responded to our (marketing method) _____. **Do you have a moment, or did I catch you at a bad time?**
 - Great!, my partner and I buy and sell houses in the (your city) area, and I just have a few quick questions to ask you about your house and your situation, **is that OK?...**
 - What's the address of the house you'd like to sell?
-

Great, can you tell me about your house?

How many bedrooms? _____

How many bathrooms? _____

The Style: Ranch, Colonial, Bungalow? _____

Does it have a garage? What size? _____

Does the house have a basement? _____

What is the general condition of the house? _____

Are there any major or problems or issues you can think of?

Is the property vacant right now? _____

Do you have it listed with a realtor? _____

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SELLER INFORMATION SHEET CONT...

Do you have a mortgage on the property? _____

(If yes) How much do you owe on the mortgage? _____

Are there any back taxes or liens? _____

OK fantastic! So can you tell me a little about **your situation**, and why you're thinking about selling right now?

(Note: You're trying to politely uncover their real, core motivation here)

So, just to clarify, would you say that you really *need* to sell, or maybe just *want* to sell?

What kind of condition is the property in? _____

What specific repairs and maintenance does it need? _____

Condition / age of major systems:

Roof _____

Heat/A/C _____

Water Heater _____

Plumbing _____

Electrical _____

Any foundation problems? _____

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SELLER INFORMATION SHEET CONT...

So all together, what do you think it would it take to bring it up into tip-top shape? How much do you think?... If you just had to guess?

How quickly would you like to sell this house? Any pressing time constraints? _____

How much are you trying to sell the property for? _____

Is that price flexible? _____

Ok, great. _____, thank you so much! I really appreciate you answering my questions... So let me go over the property information with my partner -- We'll review it and get back to you as soon as possible.

If we move forward when would be a good time to come look at the property?

OK, great... is this the best number to reach you on? Do you have a secondary number?

Is there anything else you can think of at all, that we should know, or take into consideration before doing our research and getting back to you?

Ok, Wonderful _____, It's really been great talking to you! I'll give you a call back later today or first thing tomorrow, sound good?

Okay I'll talk to you soon!

NOTES:

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