

INBOUND LEAD MANAGER QUICK REFERENCE GUIDE

Motivated Seller Script

Start with This If Returning Their Call or Voicemail

Hi, this is Sarah with The Fast Home Buyers, I'm returning your call about a property that you wanted to sell.

Start Here if Answering Live

Hi, this is Sarah with The Fast Home Buyers. How can I help you?

Setting the Stage

Great... do you have a few minutes, so I can ask you some questions about your property?

Contact Information

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

What's the best phone number for you?

What's the best email address for me to send you some information about our company?

Property Condition

What's the general condition of the house?

Are there any major or minor repairs that need to be done?

Is anyone living in the property right now or is it vacant?

***If it's a rental property, ask "how much does it rent for?"

How many bedrooms and bathrooms does it have?

Is the roof in good condition?

Have the kitchens or bathrooms been updated within the last 3 years?

Does the property have central air? Is it in good condition?

Is there anything else you think I should know about the property?

Motivation

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

Why are you thinking about selling it? (listen to their story don't interrupt let them ramble on)

Motivation (Diving Deeper)

How long have you been thinking about selling?

Timeline

How soon are you looking to sell it? (gauge motivation are they desperate? Do they want to sell right now?) If they do, want to sell asap then confirm with them - "ok so a fast cash offer is what you are looking for" (get them to agree).

Amount Owed

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

Do you have a rough idea of how much is owed? (If there is a mortgage).

Is the mortgage current? (this is where you find out if they are behind, in foreclosure etc).

Home Value (the most important question)

*****If we were to make you a cash offer for your house and close in 2 weeks what is the lowest offer you would consider for your house? ****

Is that at all negotiable?



Setting Next Steps – Only If the Lead Is Qualified (Motivated to sell and the price is in line where we would be buying proceed to appointment).

Ok I think we would be interested in making a cash offer on your house. I would like to make an appointment for our home buying specialist (Lex or Ashley) to come out and see the property. Would 11 a.m. on Tuesday work for you? (If not, then how about Wednesday at 11 a.m.?)
REMEMBER TIME IS URGENT BEFORE THEY CALL SOMEONE ELSE.

Dealing with Objections & Concerns

Why did you send me a post card/letter (Why did you contact me)?

We are looking to buy a few houses 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.

We didn't target you specifically.... we are just looking to buy a house in your area.

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 condition of the property, so we can get you a cash offer.

"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 on public records, 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 how much we offer. Is it ok if I ask some questions about the property so we can put an offer together?

Important Notes

As a lead manager your main goals are:

1. Gather the information about their house and their contact info
2. Gauge their motivation for selling and how motivated they are
3. Figure out why they need to sell which lets you know their issue
4. Get an understanding of how much they are looking to get
5. If they are motivated and what they are looking to get seems reasonable then it becomes a HOT LEAD which needs to be urgently kicked up to the ACQUISITIONS MANAGER (send a text)

ACQUISITIONS MANAGER TAKES OVER FROM HERE

This Is for The Acquisitions Manager After You Have Set the Appointment (only if you have set an appt)

I would like to send a contract to you. Can you confirm your email address where I should be sending the contract to? (GET THEIR EMAIL ADDRESS). If they get skittish about the email, then just say that we will bring a contract with us.

If They Ask Why We Need to Send A Contract

We are serious about buying your house and we want to make you a cash offer in writing. Once you sign that then we can have our home buying specialist come out to inspect your property. If everything looks good, then we will be buying your house in a few weeks. The first step is to send you the contract.

Contract

Use Florida Purchase Contract and log into Lex's account. Buyer name is Lex Holdings LLC. Confirm that there are no other owners on the property. Check the property appraiser web site to see who is listed as the owner. Prepare a contract with 10-day inspection period, and a 30-day closing date with the purchase price and a \$1,000 deposit. Email the contract or print and give to Ashley or Lex to take with (color print so signature is blue).