

**Cold caller Voicemail script:**

Hi! My name is (your name) with Simply SOLD Home Buyers. A real estate investment firm. We are calling as we are buying properties for cash in your area and checking if you might be interested in selling your property at xxx. We can move quickly if needed and buy your property in "as is" condition. When you get a chance please give us a call back at xxxx.

**Cold caller script**

Hello (customer name),

**Yes, (customer name), my name is (Agent Name), I know this call is out of the blue but I am calling about a property I believe you own at (Address on file)**

*Are you the owner of (address)?*

We are calling because we are real estate investors and we just wanted to see if you would consider an offer on your property?

**1st-** (Customer name), just so I'm setting the right expectation here, what we have to offer is Time and Convenience, we pay cash, we close on your time table & we take the property in as is condition. With the time and convenience factor, we do buy at a discounted rate.

**2nd-**(Customer name) If at any point you feel like we're not a good fit I just want you to know it's okay to say no, and I'll do the same. But to get started I need to ask you some basic questions before making an offer. Where does the property stand right now, is it vacant, is it a rental property, or do you live there?

**3rd-** Ok, and what condition is the property in right now, is it a fixer upper, or is it completely updated, have you done any major remodeling to the house in the last 5 years?"

(Examples Kitchen, Bath, Roof, Floors)

Ok Great! Well...(Customer name) we purchase properties for cash...there are no real estate commissions... and the best part is, you don't have to put another cent into the property because we make the purchase in AS-IS condition and typically we can close in 15 to 30 days, or on your timeframe. How does that sound?

Based on the condition of the property, what would you consider is a fair offer for the home? (Answer) – So besides getting the right price, what's another reason you're considering selling?

It looks like we have everything that we need, we really appreciate your time and patience, what I will do now is get this information to my partners and they will be giving you a call back to give you an offer.

### **Alternative cold calling script:**

**\*If they answer.. \* if not proceed with voicemail sentence ^**

Hi there, my name is (your name), I'm calling on behalf of Simply Sold Home Buyers, just wanted to give you a courtesy call regarding the property on xxxxx

The way our process works is by simply getting some basic information about the property, & with the information you provide us, we're able to establish a cash offer over the phone & from there, if we do agree on numbers, we set up a time to come view the property & my acquisition specialists will take it from there.

\*Why are you interested in selling the property?

\*What type of property is it?

\*If multi-family, how many units?

\*If Town-house/Condo-\* HOA?

\* # Of Bedrooms?

\* # Of Bathrooms?

\*Sqft?

\*Basement?

\*Parking? Garage? Shed?

\*What repairs are needed for this home?

\*Any exterior work needed? Sliding doors? Chimney, driveway, etc..

\*Are all the repairs cosmetic?

\*What age does the roof have?

\* How old are the mechanicals?

\*Do the windows need replacing?

\*How is it heated? Gas? oil? Tank above ground or underground?

\*Is the home on town/water? Or well and septic and if so, is the septic in good shape?

\*Does the home have a mortgage? If so, how much is owed? (\*Verify to see if Home Buyers is a good fit for them/us\*)

- \* How long have you owned the property?
- \* Are you the legal owner?
- \* What would be your ideal time frame to sell?
- \* Have you tried listing it with a realtor?

(Discount Statement: At Simply Sold, we pride ourselves with our time and convenience factor, we pay cash and we close on your time table, as well as take the house in as in condition. Given the time and convenience factor, we buy at a discounted rate. Follow up with either phone offer/physical appointment)

- \* What's the best number to reach you at?
- \* What is your email address?

Phone call must do's:

1. Look up number on podio 2. Name of caller-Locate property 3. Reason 4 Selling 4. Assert how we work depending on the location - setting the right expectation followed by discount statement 5. Gather information 6. Thank them for their time 7. Verify their contact information

### **ASSERTION STATEMENT**

\* John the way we work is we just need some basic information about the property over the phone, then if you'd like we can set up a time to view the property in person, usually appointments take under an hour & given the home is a good fit for us, that's when we would discuss the cash offer(PHYSICAL APPOINTMENT)

\* John, the way we work is we just need some basic information about the property over the phone, then we would follow up with you on over the phone in regards to our cash offer\* (PHONE OFFER)

### **MANDATORY EXPECTATION STATEMENT**

**JOHN, JUST SO I'M SETTING THE RIGHT EXPECTATION HERE, WHAT WE HAVE TO OFFER IS TIME AND CONVINCE, WE PAY CASH, WE CLOSE ON YOUR TIME TABLE & WE TAKE THE PROPERTY IN AS IS CONDITION. WITH THE TIME AND CONVENIENCE FACTOR, WE DO BUY AT A DISCOUNTED RATE.**