

PART 1: OPEN THE CALL

“Hello, I’m looking for (THEIR FIRST NAME)?”

“This is (YOUR FIRST NAME) I know this call is out of the blue but... I was calling about a property I believe you own on (STREET NAME)... I just wanted to see if you would consider an offer on your property there?”

PART 2: PRE-QUALIFY

Response #1: “Yes”

“Great! Well... we purchase properties cash... we pay all the closing costs... there are no real estate commissions... and the best part is, we buy them completely AS-IS so you don’t have to put another cent into the property... so... for an offer like that... how much would you take?”

Response #2: “How much will you give me?”

1) Qualify their condition:

“It looks like your home is about (SQFT from ZILLOW) square feet, is that right?” “Have you done any major remodeling to the kitchen or bathrooms in the last 5 years?”

2) Qualify their timeline:

“Typically we can close in 2 to 4 weeks, does that timeframe work for you?”

3) Qualify their price:

“Homes in the area similar to yours are selling for around (ZILLOW’S ZESTIMATE, see below)... is that how much you were thinking?”

Response #3: “Maybe in the future”

“Great! Should I call you back in a month? I’m really looking for something that needs some love?”



“Please save my name under (YOUR FIRST NAME) and ‘Home Buyer’ in your phone... just in case anything changes.”

Response #4: “No”

“I completely understand... do you happen to have any other properties you would consider selling... something that needs some love... or maybe even vacant land?”

Response #5: “How did you get my number?”

“I have a data service provider that I send over addresses I’m interested in... and if they have the phone number, they send it back... sometimes I get lucky.”

Response #6: “Who are you?”

“I’m a local home buyer looking to do tasteful remodels in the area.”

PART 3: CLOSE THE CALL

“I’m in the area today... do you mind if I swing by and take a look?”

QUOTE A QUICK OFFER PRICE

If Zillow Zestimate is...	Then quote...
\$250k or more	60% of Zestimate
\$100k to \$249k	40% of Zestimate
Less than \$100k	10% of Zestimate