



Great! My name is **(Acquisition Specialist)**, with **(Your Company Name)** we have been acquiring properties in Columbus for over 10 years. How did you hear about us?

1) Well let me explain what we do! We are investors who buy multiple properties every month that we can either rent out and manage or rehab & resell for a profit. I would like to give you an all cash offer today and just have a few questions so I can see if my offer makes sense for both of us. Most times we discover multiple options for you and we can help you whether we buy the house or not.

So, **(prospective seller)**, How long have you been thinking about moving/selling?

### **Be Sincere - Listen - Ask probing questions**

(They are demonstrating their desires, interests, and motivations to us. Ask Follow up questions:

*Why? Why is that? What do you mean by that? Interesting...Tell me more... How will that make you feel?*

3) Tell me about your home? (probe until get a visual image)

- a. How many bedrooms & bathrooms?
- b. Do you know the square footage?
- c. Are the kitchen appliances updated?
- d. What kind of construction type is the home (concrete block/brick/wood)
- e. Have you made any recent repairs? (Electrical, Roof, Kitchen, HVAC) Utilities on? Well/Septic?

4) Do you currently have Renters? (or occupied/vacant/rented/someone else living there)

If YES:

- a. What is the monthly collected rent?
- b. What are the monthly expenses? (taxes, insurance, utilities)
- c. Are your tenants on a month to month or yearly lease
- d. What do you like about being a landlord? *(Tell me more about that?)*
- e. What do you dislike, or would change? *(Why is that?)*

**\$\$\$ MONEY \$\$\$**

*(Stay calm, confident, and sincere.... Don't get excited if they give you a low number or high number.*

- a. Why are you looking to sell now? (Extremely important - Dig deep here!)
- b. How much do you owe on the property?
- c. Are the payments & Taxes up to date? If not, what is owed?
- d. Is there an HOA?

### **Get their amount - Listen - Ask probing questions, they know what they want!**

5. What DO YOU think the property is currently worth?

**If no amount given:**

- a. The reason I ask so that I don't waste your time by going back and forth if we are not close. Are you thinking between (low estimate - 20K to High estimate less 20K) or were you thinking (High Estimate + \$40k)?

**If amount given:**

- a. If we agree on a price today, and my manager accepts the offer, when do you hope to close on the property?
- b. What are you going to do with the profits? **\*\*ok to give a short story about previous sellers\*\***  
(Short term and long term goals. Have the prospect PAINT A PICTURE!!!)

6. So, (Prospective Seller) Looking at the comparable properties in the area, that are close to your property I am seeing the average property going for (*Low Estimate.. Ok to ask if they know of that house*), now I'm not saying that is what your property is worth, my goal is for everyone to walk away satisfied, so if I pay cash, close quickly, and take your property in "As-is" condition, what is the best you can do?

**Negotiation Phase: \*\*\* Remember YOU are the Professional here to help\*\*\***  
**Use answers from questions above to support your offer. Don't Rush this Step**

**Deal Made: Next Steps! - Now that an amount is agreed upon, ask a few more questions so you don't appear to be excited. These questions will also resolve any potential sellers remorse.**

**Recap:**

8. Sounds great (Seller)! Let's make sure we're on the same page. Based on (Recap offer, contract deadline and closing date), I believe this can be a good deal for you!
9. So, this is what YOU need to do next...
  - a. Before I can schedule a physical viewing of our property by one of my associates, we need to make sure we get the offer accepted by my manager.
  - b. When I meet with my manager (or partner, or private lender), I will review your property, the offer we agreed upon and everything else we talked about today. BUT before I can meet them I just need our standard agreement completed that highlights what we discussed.
  - c. Let's confirm your email and contact information so that I can get this over to you and schedule a follow up appointment. (ok to verify phone number, then address, then email to close)

Actually, are you by a computer now? (*If yes, give them directions and have them do it now.*)

Take your time, walk them through the agreement online, and have them sign with you on the phone