

SREI Call Script 2.2

INBOUND

Introduction

"Hi, this is (Y/N) speaking how can I help you..."

"We are looking to purchase houses in your area at this time. Are you thinking about selling?"

Not Interested/ Property Sold

- No problem! Do you happen to have any other properties for sale?
- *"No problem, please save my contact information and don't hesitate to call if you change your mind, thank you!"*

Interested

- *"Great, if you have a few minutes now I'd like to ask you a few questions regarding the condition of the house..."*
- *"Perfect, what is your full name and the property address?"* (Confirm best contact number Email address Mailing Address)

Motivation Discovery

- Who are the decision makers?
- How did you hear about us?
- *(Sellers Name), have you ever had an offer before or is this your first time looking into getting one?* (Identify what offers the Seller received and how recent)

Seller does not provide a price (Dependent on Offer)

- *"Do you happen to know what houses are selling for in the area?"*

Seller Provides Estimated Price

- *Is that what you're looking to get for your house more/less?"*
- How did you come up with the value?
- Is the price negotiable?
- *"If we were to purchase the property from you is there a mortgage or outstanding taxes that we would need to pay off?"*
- *(Sellers Name), so have you thought about what you would do if you did sell the house?*
- How soon are you willing to sell ?

Fact Find

- Occupancy How many bedrooms/bathrooms ?
- Are the windows dual paned glass?
- Have you made any renovations to the kitchen/bathrooms in the last 3 years?
- When did you last repair or replace the roof?
- Does the house have an A/C unit or a Swamp Cooler?
- Is there any foundation, electrical, or plumbing issues? (1965 or older house)

- Does the property have a pool, fireplace, solar panels or any other feature that makes it stand out?

Next Steps

- *"Alright, (seller's name) it looks like I have all the information that I need. I will be handing off this information and offer with you."*
- *"Perf to my acquisition's manager and he/she will be giving you a call back within 24 hours to discuss. is this the best number where he/she can reach you at?"*
- *"Great, also while you wait for a call back would you like me to send over some information about our company through email?" (If email address has been provided)*
- *"Awesome, my team will get started on putting an offer together for you and they will be in touch soon, thank you!"*

OUTBOUND

Introduction

Cold Call

Hi, this is(Y/N) and I was trying to reach you about (Property Address). Do I have the right number?

Confirm Name of Lead

"We are looking to purchase houses in your area at this time. Are you thinking about selling?"

Follow up Call

"Hi (Seller Name) I'm (Y/N) from SREI. I'm just giving you a call today as it looks like you might have spoken to one of my team members in the past about the possibility of selling your house at (Property Address). Is that still something you're thinking about doing?"

Missed Call/ Received Text (No Contact)

"Hi I'm (Y/N) from SREI. I'm just giving you a call today as we missed a call / received a text message from this number. *We are looking to purchase houses in your area at this time. Are you thinking about selling?"*

Interested

"Great, if you have a few minutes now I'd like to ask you a few questions regarding the condition of the house..." "Perfect, what is your full name and the property address?"(Confirm best contact number Email address Mailing Address)

Not Interested/Sold

No problem! Do you happen to have any other properties for sale?

If yes,

"Great, if you have a few minutes now I'd like to ask you a few questions regarding the condition of the house..." "Perfect, what is your full name and the property address?" ^[SEP] Confirm best contact number
Email address Mailing Address

If No

"No problem, please save my contact information and don't hesitate to call if you change your mind, thank you!"

Not Available/Not a good time to talk

Got it. In that case, What's the best time to reach Seller Name? (Get schedule details)

Wrong Number

Are you familiar with/related to (Seller Name / Property Address)?

If yes:

Ask for best contact number of Seller Lead

If no

No problem! Do you happen to have any other properties for sale?

"Thanks for taking my call. You have a great day."

Voicemail Marketing Call Script

Hi (Sellers name) this is (Y/N) I was calling today because I noticed you spoke to one of my team members in the past about possibly selling your house in (City/State). I'm just checking in to see if I could help you in any way with doing so. Feel free to give me a call and we could discuss an offer for your property. Thanks

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