

Conversational Sales Script for Homeowners Interested in Selling

Introduction:

"Hi [Client Name], this is [Your Name] from [Your Company]. I know you spoke with our assistant [Pat] about potentially selling your property, is that right? Great! I just have a few more quick questions to help us determine if your property fits what we're looking for. I'm sure you understand, not every property meets our buying criteria, right? So let's go through a few details if that's okay."

Property Motivation:

- "What made you decide to reach out to us? Was there something about the timing or the property that made you want to sell now?" Build rapport

Basic Property Details:

- "Can you tell me a little more about the property?"
 - "Is it a single-family home, multi-family, or something else?"
 - "How many bedrooms and bathrooms does it have?"
 - "Do you know the approximate square footage?"
 - "Is there a garage or carport?"
 - "Does the property have a pool, or is there one in the community?"
 - WHAT YEAR WAS IT BUILT?
 - POOL Y/N

Condition of the Property:

- "Would you say the property is in excellent condition, or does it need some repairs?"
 - If they say no repairs: "So you'd say it's in sellable condition, and there wouldn't be anything a buyer might have an issue with?"
- "Have any major systems like the plumbing or electrical been updated recently?"
- "How's the roof—has that been replaced or repaired in recent years?"
- "What about the kitchen or bathrooms, have they been updated, or are they original?"
- "When was the house last painted, inside or outside?"
- "How's the yard? Does it need any landscaping work, or is everything in good shape?"

Mortgage Information (if applicable):

- “Is there a mortgage on the property, or is it paid off?”
 - If there's a mortgage:
 - “How much do you still owe on the mortgage?”
 - “What's your monthly mortgage payment?”
 - “What's the interest rate, and is it a fixed or adjustable rate?”
 - “Are your payments current, or have you fallen behind?”
 - If behind: “How many payments are you behind on, and how much is needed to catch up?”
 - “Does your monthly payment include taxes and insurance?”
 - If there's a second mortgage:
 - “Is there a second mortgage or home equity loan? What are the details on that?”

HOA Information (if applicable):

- “Is there a Homeowners Association (HOA) for the property?”
 - If yes: “How much are your HOA dues?”
 - “Are you current with your HOA payments, or are there any back payments owed?”

Property Value Information:

- “Do you have an idea of what the property might be worth? And how did you arrive at that price?”
- “What do you think the property could rent for if you leased it out?”

Additional Information:

- “Are there any other issues we should be aware with the title, like liens or other legal matters with the property?”

Wrap-Up:

- “Thanks for sharing all that with me. Now, if we decided to move forward, we would cover all closing costs, buy the house as-is, and you wouldn't have any out-of-pocket expenses. If we can get everything lined up, what's the lowest price you would be willing to accept for the property?”
- “And how soon would you be looking to close if we agreed on a deal?”
- If we can pay your price that you're looking for are you willing to accept terms? Meaning would you allow us to pay you overtime

Closing:

“Thanks again for your time, [Client Name]. I'll take this information to our team, and we'll get back to you shortly with an offer if it fits our criteria. Sound good?”

For Rep ONLY

- 1.) what is the actual value of the property from Realtor ? \$_____
- 2.) what is the actual rent in the area from agent ? \$_____
- 3.) Whats your structure for an offer ? _____

Info to submit to Aspire

- 1.) What is the clients motivation to sell _____
- 2.) Whats the clients value _____
- 3.) Whats the actual Value from agent? _____
- 4.) What can we rent it for ? _____
- 5.) Are there any liens on the property if so what ? _____
- 6.) Any issues with the title, probate, judgments, legal matters etc ? _____
- 7.) How much in a rehab is needed ? And what for ? _____
- 8.) what is the seller willing to sell it for ? _____
- 9.) Are they willing to except terms at all? _____
- 10.) Are they behind in a mortgage/hoa/equity line etc ? _____
- 11.) if there is a mortgage give me all the data on it ? _____
- 12.) Is the house vacant or lived in ? If lived in who lives thee ? _____