

REI LEAD MANAGER'S QUICK REFERENCE GUIDE

Standard Script

Opening: Return Call

Hi, this is (NAME) with (COMPANY), I'm returning a call about a property that might be for sale. Do I have the right number?

Am I speaking with (PROSPECT)?

Opening: Live Answer

Hi, this is (NAME) with [Company Name]. How can I help you?

Setting the Stage

*This call may be recorded for quality and training purposes. (***)Only needs to be mentioned for investors in California, Connecticut, Florida, Maryland, Massachusetts, Montana, New Hampshire, Pennsylvania)*

Great...Typically, people who call us want to know how much we can offer for their property and how this all works. Do you have those same types of questions?

Sounds good - Do you have about 5 minutes so I can ask you some questions about your property?

Ok, great...after that I'll let you know what your options are and you can just let me know what you'd like to do.

Contact Information

May I have your full name, and the address of the property please?

What's the best phone number for you?

Where would you like us to email our contact information to?

Property Condition

Now I'm going to run through some quick questions about the property.

- What's the general condition of the house?
- Are there any major or minor repairs you haven't mentioned that need to be done?
- By the way, how did you hear about us? (Only ask if they haven't already told you)
- How long have you owned the property?
- Is anyone living in the property right now?
- *****If it's a rental property, ask "how much does it typically rent for?"**
- How many bedrooms and bathrooms?
- What's the condition of the roof and windows?
- Have the kitchens or bathrooms been updated within the last 3 years?
- Does the property have any special features?
- Is there anything else you think I should know about the property?

Motivation

This sounds like a property we might be interested in ...

Why are you thinking about selling it?

Motivation (Diving Deeper)

Really?

How long have you been thinking about selling?

Timeline

If you do decide to sell to us or anyone else, would you like to do so within 30 days, 90 days, or some time further out?

Amount Owed

If we buy the property, will we need to pay off any taxes, liens, or a mortgage?

(If So) Do you have a rough idea of how much?

Home Value

I haven't done my research yet... do you happen to know what houses in that area are worth?

What's the lowest offer you might consider for your property?

Is that at all negotiable?

**Midwest Revenue Group
REI Sales Academy**

Setting Next Steps – Qualified

You know, this sounds like a property we'd like to make an offer on. Our home buying specialist will put your options and your cash offer together and give you a call. When would be the best time for our home buying specialist to call you?

Also, the home buying specialist may need to come out and take a look at the house in order to finalize things. If they need to do that, what are usually the best days for that to happen?

Ok, you're in good hands. Our home buying specialist will call you as soon as possible.



Dealing with Objections & Concerns

Why did you send me a post card/letter (Why did you contact me)?

We are looking to buy a house in that area.

Why did you think I'm selling my house?

We really didn't know if you had any interest in selling, but we are looking for homes in your area, so we contacted you.

We didn't target you specifically.... we are just looking to buy a house in your area.

Have you seen my house?

No. I haven't personally seen your home, but we are looking to buy a house in that area.

I'm not sure I'll sell

I completely understand. By receiving an offer, you're under no obligation to do anything.

You can't have my email address

That's no problem.

Technical/Unique Questions (Any question you don't know how to answer)

That's a good question, but I don't know the answer to it. Should I have our home buying specialist call or email you back with the answer?

How'd you get my information?

Good question... our marketing department gets the information through public records.

"I just want an offer"

No problem. I just need to ask some questions about the condition of the property so we can get you one.

"You should be able to look up everything you need/Don't you already have the information?"

We do have access to a lot of information, but what we don't know is the exact condition of the property, or any updates or changes that might have been made. Those can have a big impact on our offer. Is it ok if I ask some questions about the property so we can put an offer together?