

what to say...

When you answer your phone or when you call the owner back, the cardinal rule is to REMAIN IN CONTROL OF THE CONVERSATION. As mentioned previously, there is no “magic script”. The dialogue below is for demonstration purposes only – use your own language and words to convey the main points outlined below. A BIT OF ADVICE HERE – FOR THE FASTEST POSSIBLE RESULTS YOU WILL PRIMARILY BE LOOKING TO TALK WITH PEOPLE IN A DIVORCE OR JOB TRANSFER SITUATION. THESE PEOPLE ARE USUALLY READY TO DEAL NOW, AND EASY TO WORK WITH. THEY ARE YOUR BEST BET WHEN IT COMES TO PEOPLE READY TO MAKE QUICK DECISIONS BASED ON THEIR URGENT NEEDS.

Seller: “Hi, I’m calling about your AD in the paper.”

You: “Hi there, and whom am I speaking with?”

Seller: “This is Al speaking. Can you tell me about your AD please?”

You: “Sure. Well Al, I’m a real estate investor, and I’m currently seeking property in your area for my program. I get a lot of calls, so as you can imagine, I have to sort through them quickly to determine which houses qualify for my program. Now in order to help you I’ll need some quick information about the house and your situation; Can you tell me about briefly about your current situation, Al?”

Seller: “Well, It’s been a tough year, and I’m going through a divorce right now. My wife has already moved out and I’m looking to sell pretty fast.”

You: “OK Al, I can understand that. First off, I deal with these situations all the time, so thus far I don’t yet see a problem. Let me ask you a few more questions if it’s ok, though --- Can you tell me a bit about the house?”

Seller: “Sure. It’s a four bedroom, two and a half bath, two-story with a 2 car garage. We’ve been here about twelve years. It’s been re-painted and such, so it’s in great shape. It’s about 3,000 square feet, has a large back yard and pool, and a sprinkler system. The floors downstairs are all hardwood, and there’s a security system. The area is great – out here in (subdivision) in the (school) district. And it’s great for kids and families.”

➤ **Do you like what you’re hearing about the house? If so, continue, if not, part company – don’t waste time on houses that don’t meet your criteria.**

You: “Sounds great. What are you asking?”

Seller: “I’m asking \$250,000.00.”

You: “Is that what it’s worth, or are you leaving some room for a quick sale?”

Seller: “Well, that’s about what it’s worth, I was hoping for a full price offer.”

You: “I see. We’ll for this to work, it needs to be win-win for both of us. Are you willing to accept terms for your equity, once we determine the value?”

(*note: There is a way to do this when the home has NO EQUITY in it, or even if there is slightly more owed that it’s worth – This strategy is covered in “The New GOLD RUSH” Training Series.)

Seller: “I might. What do you have in mind?”

You: “Well, I’m looking for people who need to sell right now, due to extreme circumstances, and are willing carry their equity in a 2nd note. I have the capability of taking over your loan, as-is, and can

close very fast if we come to terms. Can I come and see the house?" (If he says yes, that means he's open to your terms).

Seller: "Sure. When?"

You: "Well, how fast do you want to sell and move?"

Seller: "As soon as possible."

You: "OK, let's meet tomorrow, about (time of day), is that time ok with you?"

Seller: "Sure."

You: "Great. Before we hang up, I have just a few more questions, regarding the situation with the house, OK?"

Seller: "OK."

You: "OK, and these questions always affect how we can or can't do the deal, I'm not trying to pry, but this is needed information – first off, is your divorce final?"

Seller: "Yes it is."

You: "OK, and how long ago was it final?"

Seller: "About a month or so."

You: "OK, and I'm assuming you got the house?"

Seller: "Yes."

You: "OK, and do you have a copy of the decree with you if we should decide to meet?"

Seller: "Yes".

You: "Ok, great. Also AL, do you happen to know if there was a DEED issued to you from the court at the time of divorce?"

Seller: "I guess so, is that important?"

You: "Absolutely AL, in fact it's critical I know so we can proceed further. You see, if you didn't get a special deed from the court, we'll need your ex-wife's signature as well, even with the decree in place. Now most of the time this is no big deal, but you do need to know that if we're going to proceed, we need either the court deed to you or your ex wife's signature on a deed to go with the decree. Will she be ok with that, so ya'll can get this behind you?"

Seller: "Yeah, I understand – I don't think it's a problem, but I'll check my paperwork here before calling her."

You: "Great, I understand. OK AL, let's agree to meet then, tomorrow at (time), and we'll take a peek at the house then, and if you would, please have all the house papers on hand so I we can take a look together, and see if we can do this. It'll take about an hour or so, and when we're done, I'll be able to tell you if we can proceed, OK?"

Seller: "OK, sounds good."

You: "Great, see you there, AL."

After you hang up, go online to your local tax appraisal department (you can do a Google search by County) and print off the current tax value and yearly taxes. These are usually LESS than market value, and can come in handy when negotiating a lower price.