



Direct Mail Seller over the phone incoming/outgoing

Hi I'm Joseph,

I'm making cash offers on properties in your neighborhood.

If you'd like I can provide you with what I can pay for your property?

Would you be interested in selling?

If yes,

Ok, I just need to ask you 4 questions & I can come up with the offer.

How many Beds and baths does the property have?

How old is the roof?

How old is the A/C?

Hypothetically if I purchase your property are there any major repairs that have to be done right away?

Ok, Do you know how much properties are selling for in similar condition?
(Jot down the perceived amount for reference)

Okay. If I purchase for cash, as-is,
what would be the least you would consider taking for the property?

If they say "an amount" repeat the amount.

Hmmmm, Is that amount your absolute best?
Repeat the amount again.

And ask "Are you sure?"

Take down the amount and say. I'm going to take a look at the neighborhood sales & see if I can come up to that amount. Thank them and say goodbye.

If no offer given,

Thank them for the information. I will be calling you back with a cash offer, I need to spend time looking through the neighborhood sales, to come up with what's the most I can pay.

Closing a seller at their property.
after offer has been made & seller to accept.

Notes: Once you arrive start taking photos of the exterior thoroughly.
(gives the feeling of an inspection)

Notes: Leave the contract in the car to relieve the pressure, from the initial greeting.

Notes: Always knock & stand at a distance from the front door.
(so the seller can see you.)

Initial greeting must be warm. First impression is very important!

Ask to take photos and ask alot of questions about the property.

Find anything wrong and simply mention it.

Example: What is this hole from? When did this water stain occur?

When was the last time the property has been tented for termites?

The goal is to ask for a slightly reduced price from the original offer amount, later.

Once you're done looking at the property.

Start discussing how you would like to proceed in buying their property.

However, would like to offer less, because of the cost to fix the concerns you've found.

Notes: \$5,000-\$10,000 should be an amount the seller would consider.

Anything more may lose credibility.

I can offer \$90,000.00 Will that work for you? (if original offer is \$100,000.00)

If no, ask again what is the least you'll take? Is that your absolute best? Are you sure?

If yes & the price is agreed to, ask permission to get the contract from your car to go over with them.

Once retrieved expect to go over contract thoroughly, simply read it to them and answer any questions they have.

If they complain signing the contract is too soon and they need to speak to "someone" i.e. family member or lawyer. 9 times out 10 it's another wholesaler or investor or agent.

Remind them you have 2 more appointments after this & if they let you leave you will most likely be purchasing one of those properties & they will lose the offer, if they let you leave to those appointments.

Stress to them the importance they take action now and that you want the property & would hate to leave.

Allow them to feel the need to make a decision today.

Works almost 100% of the time they will literally ask to make a quick call & call the other person who previously made an offer.

If they stress a lawyer, remind them lawyers get paid to find issues by the hour so a lawyer will just make this purchase more complicated for the both parties.

Ensure them this is simply Me buying the property from You, for the aforementioned price from you. AS-IS.

Nothing more, nothing less.

If any other concerns pop out handle each situation on a case by case if you have to add something to the contract to make them feel comfortable, do so.

Example: Seller would like to add

Buyer and Seller agree Seller does not want to be responsible for the properties condition once both parties have closed & funded.

Most times it's simply an insecurity that's so simple to fix.

So just add the new terms to the contract.

Once signed, Congratulate them and ensure them you will be sending the contract to the title company to pull a title and lien search to verify a marketable title. DONE!