



## PREGAME:

- ' Treat Every Lead the Same                      A Sale Takes Place on Every Single Call
- It Takes Time to Take Houses                      It's Now or Never, Period!

## Closer Script

### GREETING

Hi (CLIENT FIRST NAME)!

This is (CLOSERS NAME) with QUICK CASH OFFER. I'm calling about your property on (PROPERTY ADDRESS) - HFN (I'm following up on a conversation you had with Home Finders Network)

- PPC (I'm following up on the online submission you submitted)

! Looks like they paired your property with us because they thought we would be a good fit for you and hopefully a good asset and resource. Did I catch you at a bad time? (Let them answer)

I know they called you out of the blue, they mentioned to us that you are looking to sell your PROPERTY?

! (SHUT UP AND LET THEM TALK. TAKE NOTES. THIS IS THE "WHY")

! (BUILD RAPPORT WI CLIENTS IF THEY ARE GIVING YOU THEIR "WHY")

The point of this call today (CLIENT FIRST NAME) is to see if your property qualifies for a Cash Offer AND make this as easy and convenient as possible.

### **THIS NEXT STEP IS A MUST ON EVERY CALL**

(CLIENT NAME), grab a pen and paper please, I'm going to have you jot down all my contact information.

1. First I'd like to start with My name. (QUICK PAUSE) It is (Agent Name) BUT MY FRIENDS CALL ME (NICKNAME)

2. The name of my company is Quick Cash Offer

3. My toll free number is --877-497-8425

4. Website is [www.quickcashoffer.com](http://www.quickcashoffer.com)

Ok, (CLIENT NAME) I see here that you are looking to sell because (REASONING/MOTIVATION), can you catch me up to speed on what's going on with this property?

(PAUSE)

(OTHER WAYS TO GET THEM TO OPEN UP - HIT PAIN POINTS, 3<sup>RD</sup> PARTY STORIES, LOCATION ANCHOR)

**\*\*\*COLLECT DETAILS IN CRM**

**\*REFERENCE DISCOVERY QUESTIONS FOR MORE RAPPORT\***



## TAKE YOUR TIME GET AS MUCH DETAILS AS POSSIBLE

### RECAP:

Based upon the information you shared about the (ITEMS THAT NEED WORK) have you priced out what it would cost to have a Licensed Contractor fix and/or replace those things? NOTE: MAKE NOTE OF THIS FIGURE TO BE USED WHEN CLOSING THE DEAL

IF NO: If you had to guess, how much do you think it would cost?

IF YES: What figure did they give you?

(LET CUSTOMER ANSWER)

AND THAT'S WITH A LICENSED PROFESSIONAL?

(LET CUSTOMER ANSWER)

REP: Thank you for sharing

Segway: Prior to submitting this information, is there anything you feel we've missed or you think I should know about the property?

(LET THE CUSTOMER TALK)

IF YES: GATHER DETAILS PRIOR TO MOVING ON

IF NO: MOVE ON

## EXPERT & VALUE

Ok, while I submit this to our back office for approval and a get final number, let me tell you about what the back office is going to look at. They will be running a CMA report which is a Comparable Market Analysis.

The Technology we use is extremely advanced, we are a part of a real estate valuation platform that Hedge Funds and Banks utilize, so we can identify trends months prior to the average consumer reading about it in the newspaper.

(DON'T FORGET TO HAVE NATURAL PAUSES TO LET YOUR CLIENT SPEAK)

### SET UP THE QUOTE:

Okay (CLIENT NAME) I am going to go back to the back office and see where they're at on this file and see if they completed the CMA. They should tell me one of two things:

- 1 — they give me a thumbs up and we get you a cash offer or
- 2 — they are going to advise me that we are not going to make an offer on your home. All I ask is, whatever these guys come back with don't beat me up because I've seen them reject homes in better shape than yours,

If they reject your property, I will at least try to find out the reasoning.

### BENEFITS:



Keep in mind we offer to pay-

- ALL CASH which means that you don't need to wait for buyer to get a loan approved
- NO CLOSING COSTS OR COMMISSIONS
- It's OUR MONEY, so once we get the clear to close, the cash is yours.

HOW DOES THAT SOUND (CLIENT NAME)?

## PAINTING THE PICTURE:

Here is where you help the customer paint the picture of what their life will look like after they sell the property.

NOTE 1: It's good to revisit the pain points/reasons why the client would sell the house here.

NOTE 2.: The information gathered here can be used once you come back from the 1<sup>st</sup> hold to get them approved

In the meantime, (CUSTOMER'S NAME)

- If you get this property sold would you take a nice vacation or something? (SAY WITH ENERGY!) ..  
What's the next step once you sell your property/What's the next step IF you sold the property?

SEGWAY: OH!! The back office is requesting my attention!

## THE QUOTE/CLOSE

(PUT THEM ON HOLD!)REQUEST OFFER FROM UNDERWRITER.\*\*\*\*\*

Well, (CUSTOMER'S NAME) I don't have good news, but I don't have bad news quite yet either they want me to ask you about (roof age, foundation, tenant issues, termites, etc)

(Wait for Response)

Was there any work done to the home by any UNLICENSED PROFESSIONAL OR ANY OPEN PERMITS?

(Wait for Response)

Okay let me go back there and see where they are at....

(PUT THEM ON HOLD!)

Okay (CLIENT NAME) Congratulations!!! We did it — we BARELY got you approved! They had me a little worried there!. It came back higher than I was expecting! The number they gave us is \$)()()X.....MOTHERFUCKING PAUSE!!!!!!

IF THEY SAY NO....

**OLATE**THE OBJECTIONS, GET COUNTER OFFER, ASK MORE DISCOVERYQUESTI

If they continue to say NO Tao. BUMP!

HI (CUSTOMER'S NAME) My name is (T.O.'s NAME) I'm The Head Underwriter in the back office how are you today!?



How's (REP'S NAME) Treating you? Thank you for taking the time to speak with us, look I wanted to hop on here to talk to you about this property. I really like your property and I want this to work.. (PITCH THE HEAT!)

IF THEY SAY YES... (go to agreement section)

## THE AGREEMENT

So, (CLIENT'S NAME) what I'd like to do now is send you our simple 3 page Purchase Agreement that's going to outline all of the savings and benefits we discussed today. I'm going to have that sent to the email address I have on file which is (EMAIL ADDRESS), correct?

How does the name appear on the deed?

(SEND AGREEMENT)

READ THE ENTIRE AGREEMENT TO THEM

Lets verify we have your name correctly, and address spelled correctly,

And the price is correct, right?

ONCE AGREEMENT [S SIGNED - CONTINUE TO BUTTON UP CLOSE

One of our top Transaction Coordinators will reach out to you regarding your file, they're assigned to you throughout this entire process.

Always feel free to call and ask for me, but candidly, the girls who are smarter than me will have all the answers. They'll also schedule the photos or any vendors/partners we need.

It was a pleasure getting to know you, congratulations on bringing this chapter to a close!