

ROLE PLAY CLIFF NOTES

September 27 2018

Prospecting Houses For Rent

“Did you become a Landlord by *choice or necessity?*”

“Now, if you could actually financially sell this house without bringing money to closing would that be a burden off your shoulders?”

Objection: We tried selling before, and weren't able to...

Due to better market conditions and low inventory, if you could actually sell your house now and put extra dollars in your pocket, would that be a good thing?

Objection: We weren't able to get it sold..we need someone to be covering our bills right now.

If you could be guaranteed and being under contract within 30 days and closed before Christmas would that be worth 20 minutes of your time?

Objection: Are you that confident you can get it sold?

I'll sell 150 homes this year, and our average days on market to contract is 28 days, and our average list to sales price ratio is 98%, so yes I'm pretty confident.

Objection: If I listed it with you and someone called to rent it, would I still be able to rent it out?

We can certainly discuss that when we meet later.

Note: Make sure the homeowner's financials allow for enough time to sell the house before you make the appointment. And make sure you price it at a price where it will SELL!

Note: You can also prospect FOR RENT/BY OWNERS.

Probate

<http://alltheleads.com/>

Note: This will not be a 'one and done' call. You will need to establish a relationship over time. Ask if they need any vendors to help get the house ready for the market.

Note: Remember to also establish a relationship with estate attorneys. “Would it be okay that weren't represented to you (the estate attorney), as well?”

Note: Don't be afraid to call right away. On the initial call, begin with “What can I do to *HELP?*”

