Cold Call Script

Hi My name is [name}, and i'm calling from the (X ) real estate office, is [owner available]? 

**IF it is the owner:

Hello [owner] i'm calling in regards to the property at, [address] did I catch you at a good time? 

**IF it is a good time, then proceed. IF not a good time set up a more convenient time to talk.

Great, my boss wanted me to reach out to you and see if you were interested in selling the property.

Or

I'm an investor and I just wanted to see what the status of the property was, and if you were open to selling it.

Responses: 1. They are not looking to sell. Thank for their time and hang up.

2. They are interested; move to collect information about the property in script below

3. They ask "how did you get my number". "We have a research team that finds information for us so we can contact you". Redirect and ask if they are looking to sell the property.

4. They ask about price: "Unfortunately since we've never seen the interior there is no way to give you a solid price, but for starters why don't you tell me about the property"

5. They are interested at a later date: Note the date and put it down in the notes for follow up.

Interested In Selling Script:

"Great, for starters what I’d like to do is get some initial information from you about the property so that i can pass this to my boss and see if it's a good fit for us. Sound good?"

Or
Great. If you don't mind I'd like to get some more info about the property from you so we can see if it's a good fit. Is that ok?

For starters, let's talk about the property. Can you please tell me a bit about the property, such as how many bedrooms/baths, overall condition of the property etc.

** Either they will give a lot of info or you will need to probe.

**The information you need to get from owner:**

1. What's the overall condition of the property?
2. Has there been any updates to the property or is it dated? (roof, electrical, plumbing, heating, kitchen, bath)
3. Is there anything owed against the property (mortgages, taxes, liens)

**3. If they are hesitant, just tell them this is info needed to better analyze the property.

4. Do they have a timeline of when they are looking to sell.
5. Do they have a ballpark figure in mind of what they are looking to get price wise.

**Closing**

Ok this looks like all I need. What I will do is pass this information to my boss and either he or I will be giving you a call shortly.

**OR**

Ok it looks like we’ve covered everything. I will do some research and follow up with you in the next day or 2.

Is this number the best one to reach you at?

It was a pleasure talking to you and hopefully we will be able to get a deal done.

**Tips:**

Take notes of everything they are saying. Especially in regards any situation as to why the need to sell.
Remember this is a cold call. The person might be reluctant