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Buyer Script

Downloadable Resources

Buyer Script

You: Hi (*BUYER*) , this is_(*Your Name*)_____ with USA Portfolio Real Estate, we're real estate investors and wholesalers around (Market calling) . I noticed you have purchased some property in (name the town), do you actively buy in and around (*Town*)?

Great we get properties at cents on the dollar all the time and was wondering if we can put you on our VIP buyers list?

I'll also rush you a current inventory of what we have. (*get their email*)

Also what is the best number to reach you like a cell phone?
Good talking to you, thanks bye!

So this above script is a very basic conversation and an intro to you to the buyer, allowing you to collect their email and send them information on yourself and build rapport through an autoresponder and sending them great properties.

A more advanced variation would be:

You: Hi (*BUYER*) , I noticed you buy in (*name city they bought in or zip*) My name is (*your name*), and I'm an investor as well. I rehab up north.

I just have a couple of properties available right now that are in this same area where you bought a property.

Tell me, are you in acquisition mode? (*listen for their answer and build rapport*)

Below are the FAQ's that you are likely to encounter.

FAQ: Common Objections & Comments

- Adverse Buyer Reactions:

Realize this will likely be the warmest cold call you can make. The reason is that these are buyers who are actively buying in the marketplace.

And buying now! So they want to hear about more deals with equity. Plus, investors (good ones) love to network and meet more people especially other investors. Keep in mind, some will want no part of you and that's ok. Move on to the next.

Remember a deck of cards: 52 and you're looking for the 4 aces. Same thing with calling buyers. You're calling 52 buyers and looking for the 4 ace.

- Buyer Says "I Only Trust My Realtor"

You will want to get their Realtors info and call them and build rapport with the Realtor. Get good with the Realtor and the Realtor will sell your deals for you :) You say, "Great! I'm glad you found a competent Realtor, that helps a lot in this game. Question what is the name and number of the Realtor? I would love to call and introduce myself and see if I can help you guys."

Or any variation of this. You want to get the contact info of the Realtor to reach out to them, build rapport, send your info and deals and find an ally in your business. The key is to build rapport and connect with the Realtor and explain what you do. See the script for calling Realtors for what to say when you call them.

- Buyer Says "I'm Not Buying Now"

You Say, "Great. All of us investors are in cycles: buying, selling, holding, planning. Is there a reason you're not buying? Are your current rehabs taking up all your time? See what they say. Often times, they have just bought some rehabs and are not looking for any deals as their money is tied up. If this is the case, tell them..."

"Well good luck with your current project(s) and when you're ready for the next project definitely give me a call as I will be a great resource for you. What is your email so I can save it here to email you in a couple months? (snatch their email)"

You have to realize that a lot of this is Timing. They are a Legit buyer, but maybe all of their cash is tied up now. When they Sell their rehab, you want to be hitting them at that time with your wholesale Deals. Timing has a lot to do with it. That's why you want to Grow your buyers list everyday. Some buyers are on a scale of 1-10 a 1, and some are at a 10 of looking for properties.

Find the buyers that are at a 10 and go shopping for them. Important Point: Even if they are not buying then and there, grab their email to store it into an autoresponder. Also Save their cell.

Notice in the first sentence, you respond with, "Great, all of us investors..." This is done to portray to the buyer that you are one of them, like minded and helps to build Rapport as they are talking to an equal, a peer.

- Buyer Says, "Wait Who is This? How Did You Get My Number?"

You Answer: I'm John Smith, I'm an investor like you. I actually found your info because I did a cash buyer search in an area where I'm looking at selling some cheap properties in zip code (say the zip code where they bought) Its a public record database. I'm calling because I have these 2 deals I want to sell, and they're cheap and close to where you bought some I think. Are you looking for any deals with equity?

And then let the conversation go. Key point is to be Friendly when you talk. May actually help if you Smile and talk. I've made calls where I was upset for whatever reason and it comes off that way and then it becomes a short conversation.

Talk Steady not fast or slow but with a Consistent delivery. Watch the video. I have a tendency to talk really fast so I have to slow myself down when I make these calls. Also always Keep in mind, when you answer an objection, use the straight line method of getting back on track on

why you called. Don't talk for 10 minutes about nothing or allow them to talk for 10 minutes about nothing. Keep the Dialogue moving towards the Goal of where they buy, price, condition, etc.

An Important question to ask during this process is, "In the next 30 days or 2 weeks or whatever your time line what is the 1 piece of property you're looking for? They will then tell you whats in their wheelhouse.

- Buyer Says "Call me Back Later"

You Obviously call them back later. Keep calling them until you get a hold of them.

- Buyer Says, "Not Interested" *Click*

At this point I'll send a text if it's their cell phone with a message like..."Hello Smith, I'm an investor here locally and have some off market cheap deals to sell. Any interest in hearing about them?"

*You will want to see if they will **Engage**. Sometimes you just caught them at a bad time, or they hate talking on the phone lol. Anyway, it's **Worth** it to send a quick text. If they do Respond, tell them to text their email and you will send over your inventory.*

- Buyer Says, "Are You a Realtor?"

You Answer: YES if you are, NO if you're not. More importantly though, "No, I am not a Realtor I am a principal and investor like you. I actually a selling 2 deals close to where I think you have bought some. Are you buying any more in the area? Great, I have these 2 deals...(Talk about the Particulars)

*You want to Answer the Question and then get back on Track with why you called. **Control the Conversation**, do not let them.*

The Key is to keep the calls short and sweet. You do not want to waste a half hour unless occasionally you may have real good rapport and buyer really wants a property of yours now. Your Goals on the call are to convey: Credibility, Rapport, Get their Data (email and cell), Get them Interested on one of your Properties, Create a Sense of Urgency for them to go see it. Rarely will you sell a deal on the first call though it does Happen. Think about it though.

You want them to Trust You, so they go out of their way to look at your email, your deal and see the property. A lot of these buyers buy in the courthouses or through the MLS so this may sound new to them. You want to explain that you do a lot of off market direct to seller marketing and find really good deals that sell really quick. So if they Want them, they have to Act Quick.

*At Worst, if they are NOT buying then, you want them to **Remember** you and at this point tell them if in the Future they see a deal they want from your email or cell blast to get a hold of you Immediately.*

- Buyer: "Do You Own These?"

You: YES If you Own Them, If NOT..."I actually have these under contract and waiting to close. I just have a lot going on with my other projects and would love to sell these before close to a cash buyer like yourself. (then straight line it back to them) This one is close to a property you purchased. Maybe it would make sense since its close, Are you looking for another rehab currently?

Key is to fire back at them Calmly, answer their question and get them back on track to the Goal which is are they buying now, what price/area/rehab level they want etc.

*You will Want to have a Pleasant voice over the phone, Be **Courteous and Nice**, but Lead the Conversation in a straight line. Don't get off course too much. Be Conscious of Your Time and Their Time. **ALWAYS!***

Bonus: For Every Call, Know These Things

- Name
- Email
- Cell
- Where They Buy
- Condition
- Price
- How Many They Can Buy
- How Quickly Can They Close
- Rehabber/Landlord
- Price Point
- Preferred Area
- Level of Rehab
- What Do They Need Right Now

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You Automate Your Sales Process?

YES! Show Me How