

Initial Outreach (Day 1)

Text 1 – Opener:

Hey [Name], I saw you might be the owner of [Property Address] — would you be open to a no-obligation cash offer for the property?

Text 2 – Follow-Up if No Reply (after a few hours):

We buy homes as-is and can close on your timeline. Just wanted to see if that's something you'd consider?

Qualification Sequence (if they reply positively)

Text 3 – Qualifying:

Great! I just need a few quick details to see if it's a fit.
Is the property currently vacant, rented, or owner-occupied?

Text 4 – Continue Qualifying:

And how's the condition? Any recent repairs or major issues we should know about?

Text 5 – Warm Handoff to Book Call:

Thanks for the info! Based on what you shared, we may be able to make a fair cash offer.
Want to schedule a quick call to go over next steps and your offer? You can pick a time here: [Booking Link]

If They Don't Respond to Initial Texts

Text 6 – Gentle Nudge (Day 2):

Just checking in — if you're at all curious what a cash offer might look like for [Property Address], I'd be happy to get that started. Totally no pressure.

Text 7 – Final Follow-Up (Day 4):

Still open to selling [Property Address]? We make fair cash offers and cover closing costs. Let me know if you'd like to chat or want the offer sent over.

If They Say “What’s the Offer?” or “How Much?”

Text 3 – Offer Clarification:

Totally fair question! In order to give you the best and most accurate cash offer, we just need a bit more info about the property — and ideally a quick walkthrough.

Text 4 – Transition to Qualification:

Is the property currently vacant, rented, or owner-occupied? That helps us tailor the offer to your situation.

Ongoing Qualification

Text 5 – Condition Details:

And how’s the condition of the home? Any major repairs or updates done recently?

Text 6 – Prepping for the Call:

Thanks for sharing that! Once we have the full picture, we can line up a cash offer that reflects the property's true value.

Want to book a quick call to go over everything? Here's the link to pick a time: [Booking Link]