

INBOUND SELLER INTERNET LEAD CALL SCRIPT

Hi, I'm looking for (their name)? (Yes, this is he/she) Hi (their name), this is (your name) with (XYZ Company) and I was calling as I just received your contact information and it looks like you have interest in selling your home. If it was the perfect situation, when would you like to have your home sold? (6 months)

1. 6 months? Fantastic! Have you had a detailed comparative market analysis completed for your home?

(No)

2. Really? Ok, and (their name) can you tell me the reason for selling the home?

(Job relocation)

3. That's exciting! And how long have you owned the property?

(6 years)

4. Fantastic! Can you please describe the condition of your home to me? Any updates or anything you would consider to be a major concern to a buyer? For example, is the kitchen updated, or on the other side are there any roofing or structural issues?

(No)

5. Ok, and (their name) so I can provide you an accurate net sheet, how much do you owe on the property?

(\$100,000)

And do you have a second?

(No)

6. Great! Well, (their name) the next step would be for me to come and view the home, provide you a detailed comparative market analysis, review net sheets so you know exactly what you are walking away with and explain what we do and how we will get you the highest price possible. I will be in your neighborhood this afternoon at 4:00 ... or would tomorrow at 1:00 work better for you?

(Tomorrow at 1:00)

7. Excellent, and will all parties on title be there tomorrow at 1:00?

(Yes)

8. Great! See you tomorrow at 1:00.