

REALTOR SCRIPT

Keep in mind that this script is a roadmap of the type of conversation you want to have with a Realtor on the phone. You already have the introduction E-mail to use when E-mailing agents for the first time. Keep in mind that not all REO agents will want to meet you for lunch straight away or ever. The most important part is that you come across friendly, sincere and confident and give them the security that you are a real buyer when you are speaking to them. What you want to establish with these REO agents is a rapport where you are a recognizable name and not just another offer. Like every relationship, they get stronger over time, but using this kind of language will speed up this process for you in building relationships with the top REO agents in your area!

Lee

“THE REO ROCKSTAR”

“Hi, my name is YOUR NAME HERE. I am calling you because I have done my research and you are one of the heavy hitters in REO’s in this area. This is the reason I want to do business with you direct because winners hang out with winners and you are obviously at the top of your industry. Myself and my partners have been investing in Real Estate for a long time but not in REO’s. We have seen the market change and realize that REO agents like you hold the keys to the best deals in town. I know that we have never done business with you before but I am looking forward to getting some deals done with you. I want you working on my side which is why I will never take any of your commission on a deal. When I close my first deal with you, you will see how I do business. In fact, I am going to bet you right now that within a couple months, I will be your biggest client because you will enjoy working with me. I know you are real busy so if you have any properties that you could send me that are coming up in the near future I will look at them and let you know what I can offer so you have a solid offer in hand before you list the property. Let’s grab lunch sometime in the next few days and we chat more about this. I would like to meet you in person so you know I am real buyer. I look forward to getting our first deal done”

Common questions/objections from REO agents

Agent - What kind of houses do you buy?

Answer – I buy investment homes that would make great flips or rentals.

Agent - I currently work with a couple investors already

Answer – I figured you were because you are so well established, but I also know that not everyone has a 100% batting and you could always do with a solid investor like me around that is a guaranteed close.

Agent – What other agents do you deal with?

Answer – Myself and my partners have been investing in Real Estate for a long time but not in REO's. I am only working with a couple other of the Top REO Agents like (have their names ready) that are big players like you.

Agent – I'm too busy to meet you for lunch right now

Answer – I know you are very busy so maybe after we close our first deal, I'll buy you lunch.

