

OBJECTION: PRICE

O: "I get these calls all the time, I am not taking any low ball offers..."

A: "I get that a lot Mr. Seller, but we are one of the bigger buyers in the area which is why they paired your property with us. I don't come up with the numbers in our office, but once I get all the necessary information I will get it submitted and if the property qualifies I will have a competitive offer by the end of this call."

O: "Get to the point, make me an offer..."

A: "Well, Mr. Seller, that is the point of this call today. My job is to get a clear understanding of your needs, timeline, as well as the condition of the property. Once I have all the necessary details I will submit everything to my underwriters to see if the property qualifies and get a competitive offer"

O: "I'm sorry, but that offer price is too low. I really need to make \$XXX."

A: "Well, the hard part is over and the property did get approved which is good news! Now Mr. Seller I am on your side and am happy to go back to the underwriters to see if I can get you closer to what you need. How close to our number would you be comfortable with?"

Let's say they give you a much lower price than you anticipated. You could say something like:

"I think that's a great price on the open market. But as far as a cash offer goes, our numbers are just too far apart. If you were listing it, you might be able to get that price range—but keep in mind you'll have closing costs, fees, etc."



OBJECTION: **VALUE**

O: "According to the tax appraisal website (or the Zestimate), my house is valued at this amount..."

A: "The Zestimate Isn't always accurate as It pulls housing data within a certain mile radius which Is essentially just an average. We go off of year build, square footage, beds, and baths and the condition of each home to formulate an offer."

If they want a specific price, you can restate the pros and cons redirect them to the listing:

"You could list the property on the open market, but that could take 60, 90 days. There are closing cost fees, commissions, all that involved. However, if we bought it cash, we would have to be at [this price], and we'll take care of all those fees and headaches for you. Is that something that's important to you?"

"I understand that your number Is based off your tax appraisal. You could have three different appraisers come out to your home and they will all come up with a different number. It's essentially just an opinion and a home Is only worth how much someone Is willing to pay for It. This is a real offer that we are confident In going to the closing table with."



OBJECTION: SKEPTICAL

O: "How can you guys make an offer without looking at it?"

A: "Well, we buy so many properties a month in this area, so we are very familiar with the neighborhood and the area. And based upon the condition of the property described to me—and based on our formulas and price per square foot in this area, we know what kind of price range we have to be at."

O: "I have to talk to my wife or husband before I make a final decision."

A: "Are they available right now to join our call? That way I can explain how the process works and all the benefits you'll have by working with us."

"What else do you need to talk over? You told me earlier that you and your wife have been thinking about this for (however long).

"What time can we schedule a call with your wife or husband so that we are all in the conversation together?"



OBJECTION: **UNMOTIVATED**

O: "I'm in no rush. I need some time to think about it."

A: "I completely understand. This is a big decision. What is it that you need to think about that I can address right over the phone for you—that would be your deciding factor for selling?"

If they STILL want to think about it and say, "Oh, I need to think about it... just call me back next week..." you ask that key question again and dig into it more...

"Well, what would be a deciding factor between today or next week in regards to selling the property? What would change?"

Again, if they say to call them back at a later date, you can say something like:

"Well, it seems like you're not really interested in selling the property. If that's the case, I completely understand, but if you are still interested in selling, I love to help you with that."

Usually, you'll either find out they're not as motivated and they're just really just there to see what kind of offer they can get.



OBJECTION: **UNMOTIVATED**

O: "I think I'm just going to rent the property."

A: "Oh, I can completely understand. Just out of curiosity, what made you change your mind from selling to renting it out?"

Then once they respond, say:

"Oh, that makes sense. So what would be your deciding factor between selling it and keeping it as a rental property?"

If they respond and their response is still leaning towards keeping as a rental, you can say something like:

Break down how much they get for rent each month and how long that would take them to get what we offered them. For example, If they collect \$800 per month that is \$9,600 a year, which would take nearly 15 years to get \$150,000 which we have offered to close on in 30 days

If after that they say no, add a note to follow back up just in case things might change in the future.



OBJECTION: UNMOTIVATED

O: "I would rather fix up the property myself and make the profit."

A: "Yes, you can actually do that. But, it might take you awhile to get that done—we're talking repairs, there's going to be closing costs, fees and commissions on the back end. However, keep in mind, if we bought the property as is, we'll take care of the closing costs, fees, commissions and everything else. Are you really going to take the time to do all the repairs in addition to your full time job you already have? Who knows if you can get what you're looking for by the time you are finished with the way the market is shifting."

O: "I'm going to try listing it with an agent again..."

A: "I think that makes sense. That is an option you can do. But it might take 30, 60, 90 days on the market and you've got closing costs, commissions, repairs, and financing might fall through. By working with our company, we have to be at a price that makes sense for both of us. So, we'd love to help you if you're open to selling the property, but we have to be at this range."



OBJECTION: **UNCERTAINTY**

O: "I've read some of your reviews, how do I know you're a real company and won't back out?"

A: "I completely understand Mr./Mrs. Seller and unfortunately we can't make everyone happy, that's just the world we live in. I can ensure you that we will be walking hand and hand to get to the closing table and as long as everything you've told us about the home is true then we are confident that we can close on this property."

Let them answer and if they're still concerned about the reviews and that we are scam

"We do not have the time nor energy to scam you of your property. We have 5 Acquisition Managers in our office making multiple offers a day, If we don't buy your home Mr./Mrs. Seller we will certainly buy other homes we are looking at. If we were a scam then we would not have an accreditation with the Better Business Bureau, It's just not possible."

O: "I have no place to go once I sell."

A: "I can understand. The good thing about our company is that we can move at YOUR pace. We often deal with homeowners in your exact scenario...where they need to find a new place before they move. As long as we can agree on a price, we can work with you on time and have a longer closing up to 90 days. And If you find a home sooner then we can work on closing sooner as well to accommodate your needs."



OBJECTION: **UNCERTAINTY**

O: "What if my tenants don't move out on time for closing?"

A: "Do you anticipate them being a problem when you give notice? We do understand they may need more time to find a place and we can be flexible. A 30-business day close is about 45 calendar days to give them some extra time but if we need to adjust to a longer closing that is absolutely doable. And if this becomes worst case scenario with filing eviction, we can also help with that. We deal with tenants all the time, so we will do everything we can to make this process as smooth as possible."

O: "I want to talk to my tenant before signing anything"

A: "Is there something your tenant could say to sway your decision to sell? Or has your tenant expressed interest in buying?"

If they mention timing or concern of where the tenant will go refer to rebuttal above this one



OBJECTION: CONTRACT

O: "I'm just not comfortable with some things in the contract..."

A: "No problem at all! What things in the agreement can I answer or clarify for you?"

O: "Why is there an inspection period listed..."

A: "Great question... We need to come out and get pics and do a quick walk through, just to make sure the condition is what you said it was. Don't worry we aren't coming out there to look for stuff to lower the price, I'm sure that is a concern of yours."

Does the price change once you visit the property?

Another great question... No, as long as it's what you said it was. We always think a little worse than described.

If they give pushback, you always want to do a "takeaway". You can say something like:

"You don't have to worry Mr./Mrs. Seller, we buy 20-30 homes each month and know exactly what we are getting into. We have every intention of purchasing this home, but our inspection period is to protect us so that we can come out to the property and make sure it's everything we have discussed."



OBJECTION: CONTRACT

O: "Why is there such a low earnest money deposit..."

A: "This is our standard amount we put in on every home. We buy 20-30 homes each month and this just allows us to save on capital for our renovations."

If they ask for more, say you can check with our underwriters to get approval and ask a manager before promising any higher dollar amount

O: "I want to use my own title company for the closing..."

A: "I understand that, but since we are covering all the closing costs, title fees, and transfer taxes, we use our preferred title company that we already have a relationship with."

If they are adamant about using their own...

A: "I'd have to ask if we can use your title company and I can't guarantee that we would cover all the costs since it's not one of our preferred companies we work with."



OBJECTION: CONTRACT

O: "Why would you need to list my house on the MLS, I thought you were buying It?"

A: "We are buying the home Mr./Mrs. Seller but we utilize the MLS to premarket the home for our end buyer once we have completed the renovation. The best way to get a hold of agents Is on the MLS who may have a client looking for a specific home In a certain area."

O: "I just want to have my attorney look It over before signing."

A: "Okay, I can understand that. But Is there anything you aren't certain about since reviewing It together?"

Let them answer and If they still want to have their attorney look It over...

No problem, I can make It even easier for you and send It to them, what Is their email?

Always try to get the attorney's contact Info to CC the agreement to In Docusign and get a time as to when we can have It reviewed with an answer on If we are moving forward or not.

