

Your Seller Lead Script

Remember, be YOU... natural and confident. Do NOT sound like a robot... lol :-)

Property Address: _____ Date: _____ Lead Source: _____
_____ Home Phone: _____
Contact Person: _____ Cell Phone: _____
Owner(s) on Title: _____ : _____
Mortgage Holder: _____ Email: _____

Alright, so what's your situation and how can we help you?

OK, so what would you REALISTICALLY like to see happen by the end of this call?

Any Repairs Needed: _____ Repair Cost \$: _____
Is the Home Listed: _____ Price: _____ How Long: _____ Any Offers: _____ How Much: _____
Realtor: _____ Phone: _____ Listing Expires: _____

Motivation & Price

Is there a particular reason you are looking to sell at this time? _____

How quickly are you looking to sell? _____

What are you looking to sell the property for? _____ Is that price flexible? _____

How did you establish that number? _____

If I can offer you cash and close quickly what is the best you can do? _____

Can you do any better than that? _____

What are you going to do if the property does not sell? _____

Mortgage Information

What do you currently owe on the property? _____ Any other liens or Mortgages? _____

Are you current on the payments? _____ Months Behind? _____ Amount Behind? \$ _____

Back Taxes: _____ Other Lien Amounts: _____

What is your monthly payment? _____ Does that include Taxes and Insurance? _____ Taxes: _____ Insurance: _____

Interest Rate: 1st _____ 2nd _____ Fixed () _____ Adjustable () _____ Prepayment Penalty: _____

Mortgage Company: 1st _____ 2nd: _____

After Repair Value: _____ Exit Strategy: _____

As Is Value: _____ Notes: _____

Repair Cost: _____

Likely Purchase: _____ Offer: _____