

# **Beginning Of The Call**

# Establish rapport and control

- Tell them about the “tiny little postcard”
- Thank them for calling them
- Wanted to chat a little and see if your property may be a good fit for what were looking for
- If you’ve taken them a bit to get back – state you were overwhelmed with the response of homeowners wanting to sell their property.

# What is the Purpose of this call

- If have the address already then you're calling to get the price and make offer
- If you've gotten the price, and address (and had researched this) then make the offer
- If they did not leave any information (or you lack information) then this is a fact finding call

# Get To The Price As Quickly As Possible

- If they did not leave a price, then I try and get to the price as quickly as possible to determine if I'm going to spend time on the phone with them
- I'll ask for the price at the beginning and the end of the conversation
- "If I could pay all cash and close quickly what would you sell it for.... Is that the best you can do?"