



## Landlord Opening Call Script

Date \_\_\_\_\_ **Landlord Opening Call** Source \_\_\_\_\_ DOM \_\_\_\_\_

Hi, I'm calling about your **house for rent**, is it still available? \_\_\_ Great, I'm \_\_\_, and what's your name?

Owner(s) \_\_\_\_\_ (fill in [ ] info from "For Rent" Ad)

BR/BA:

[Phone \_\_\_\_\_ Address \_\_\_\_\_ BR/BA \_\_\_\_\_ SF \_\_\_\_\_ ]

SF:

So I see you're asking \$ \_\_\_\_\_ per month, right? \_\_\_ (Zestimate/Rental Z \_\_\_\_\_ / \_\_\_\_\_ )

Year Built

So a couple things, **when** is the house available, and is it **in good shape**? \_\_\_\_\_

Has the property been a rental for a while? \_\_\_\_\_ Okay, well we actually **buy and sell houses** all around the area. Now are you an investor too, or was this your personal house? \_\_\_\_\_

So you've got the houses posted **for rent** now, would you also maybe be **open to a Rent-to-Own**? \_\_\_\_\_

Okay great, we're very interested in **renting to own your house**. Just so you know a little about us...  
(Say your "Home Investor Bio" here).

So we **buy and sell houses** all around the (*their city*) area. Now when we find an **ugly house**, a distressed house that needs a lot of work, we usually **pay cash**, and pay cash for the repairs.

Now with a **nicer house** like yours, in good condition (maybe it just needs a little cosmetic work), the way we work it, is **we buy it as a Rent-to-Own, and we even cover all the maintenance and any repairs!** So we'd lease the house now, with an agreement to buy it at top price, with **no hassles** or inspections. Then we close **whenever you want**, and start making payments direct to you.

**Doesn't that sound good, (name)?** YES NO Maybe

If **NO**: We'd be perfect tenants, and always pay ahead of time. We cover all the maintenance, so we can make sure you'd have a good cash flow from the property with no hassles. This could be a real win-win for everyone when you think about it, don't you think? YES MAYBE NO

IF **NO** or **REQUESTING MORE INFORMATION**, place lead in **Follow-up File** or **Suspect File**.

IF **YES** or **Maybe**: Okay great. You know, a lot of times it does **work out best** by doing something with **payments**. So do you own the house **free and clear**, or do you have a **mortgage** on it?

F&C Mortgage (IF **Mortgage**:) And approximately how much is owed on that?

1st \$ \_\_\_\_\_ Payment PITI \_\_\_\_\_ Current? YES NO (How late?) \_\_\_\_\_

2nd \$ \_\_\_\_\_ Payment PITI \_\_\_\_\_ Current? YES NO (How late?) \_\_\_\_\_

So you've probably thought about this, if you were selling for cash, **what price** would you ask? \_\_\_\_\_

Now would you have some **wiggle room** on that asking price? \_\_\_\_\_

IF **NO**: That's fine, that's in the range, we can talk about it more when we come out to see the house.

IF **YES**: How much do you think, what would be **the best you could do**? \_\_\_\_\_

Okay, sounds good, we can talk more about that when we come see the house.

What's the best time I/my boss/my partner could call you back? (*or start Closing Call*) \_\_\_\_\_

Okay, great, it's been a pleasure talking with you. I really think this will work out good/great for you, and good for us too. We look forward to talking with you again soon!

\_\_\_\_\_