# INTRO: Lee Arnold, SIC, Cogo, LAS, LCS, HTS | WHO WE ARE | WHO I AM

# Discovery

## Probing

## Qualify



Get to know the client

Current job? How long?

How serious are you about RE investing?

How much time can you devote to RE?

Do you have a partner? Is your spouse your partner?

Does your partner or spouse support your goals? How so?

Do they meet requirments

- Cash reserves? Where?
- Available credit?
  - Cards?
  - IRA/401K?
  - Amount?
- Any loans against them?
- Credit score?

How many current income streams?

What type of monthly payment could you afford for a loan?

What experience do they have

- Deals done
- Type of deals
- RE owned
- Offers/week
- Offers accepted
- Deals done in the previous year

How many hours can you dedicate a week?

How many deals have you walked away from because you didn't have money?

What are their goals

- Current years RE goals
- 5 year RE goals
- Financial goals
- "WHY" goals/purpose

WHY? WHY? WHY?
Dig deep
Get them to open up

Do they have a power team?

contractor - realtorpartner - spouse

Target monthly passive income goal?

Identify their challenges

What roadblocks or challenges have prevented you from reaching you financial and RE goals?

time - commitment - financespartner - systems - know-howmentors -

Biggest weakness/strength

What is the one overarching thing you need to accomplish your goals?

### PRESENT SOLUTION

Determine how we can serve & help the client best.

Present opportunity



#### CLOSE

Name, email, billing, address, card #



REBUTTAL

Answer objections and/or questions



**CLOSE AGAIN** 

Repeat closing and rebuttal 5x if needed



WINTHROUGH SERVICE & PERSISTENCE