



SAMPLE CALL SCRIPTS FOR TK MARKETING

You have dropped your first batch of mail at the post office. Now you begin to wonder, “What is next?” Before we answer that question, congratulations on taking the first step of getting your Turn Key, Direct Mail Marketing System going. This is no small accomplishment. You would be surprised at the number of people who “think” about starting a direct mail campaign but never actually get anything in the mail.

Make sure you keep going with your Turn Key Marketing. It takes time to see results. Far too many people drop one batch of mail and expect it to immediately yield results. Surprise! It typically does not work that way. You must work your marketing consistently to see the results.

Part of any direct mail campaign includes phone calls, both incoming and outgoing. You must be prepared to field these calls. Know ahead of time the basic information you are looking for in the call. You do not have to have a script (even though one is provided for you) but you do need to gather some basic information and most of all set the appointment to see the property.

THE PURPOSE OF THE FIRST CALL, whether incoming or outgoing, **IS TO SET THE APPOINTMENT SO YOU CAN MEET THE OWNER AND VIEW THE PROPERTY.** Keep this in mind. All other questions you are able to get answered during this call are supplementary to setting the appointment. Spend enough time speaking with them to begin building rapport. Ask general question to build trust but you will negotiate price, terms, and which program they are interested in later. Just set the appointment and move on.

The Turn Key Marketing Letter is NOT the sum total of your presentation to the potential client. Please understand that the letter is simply a starting point to a conversation. You will need to work with the seller to negotiate price, program, and terms. The letter outlines what you might be able to do but it is not binding until you sign a contract with the seller. It is the contract that truly defines the nature of your agreement. Do not get hung up on every word of the Turn Key Marketing Letter. You can make adjustments as you negotiate the contract so as to make it a win, win deal.

Before you can make an offer there are two things you need to know about any property:

- What is it worth?
- What can I get it for?

Likewise you need to know seven things about the seller to write an offer that will be accepted:

- How long has the seller owned the property?
- Does the seller own other income property?
- What are the seller's plans for the proceeds from the sale?
- Will the seller consider carrying any financing?
- Is the seller easily offended?
- Is the seller willing to negotiate on price and terms?

Before you agree to a partnership option (Option 2 or 3) you should have answered:

- What experience do you have rehabbing a property?
- Are you willing and able to commit the time required to complete this rehab?
How much time do you have to commit to this project?
- Where will you get the funds to complete this rehab?
- Have you ever worked with a partner before?

Not all of these questions need be answered in the initial phone call. They do need to be answered before you agree to a partnership option or make an offer.

Sample Outbound Phone Script:

Hi, is Mr. or Ms. _____ available? ...My name is _____ from _____ (your business name) and I'm following up about the "Out-Of-State Owner Advocate" mailer we sent you regarding the property located at _____ (Address). Have you ever considered selling this property? (Or any other investment property you may have?)

If Voicemail:

My name is _____ from _____ (your business name) and I'm following up on the "Out-Of-State Owner Advocate" mailer we sent you regarding the property located at _____ (Address). My firm is interested in purchasing your property for all cash or, as the mailer explained, partnering with you to obtain a maximum return on your property. Please call me directly on my cell at _____ . Again, _____ (your business name) @ _____ (your number). (Hang up)

If yes:

- Ok, great...what can you tell me about this property?
- How long have you owned it?
- Is it vacant or occupied?
- If occupied – can you tell me about your tenants?
- If vacant – how long has it been vacant?
- What is your email address so I can send you my offer?
- Can we schedule an appointment for _____ (chose a date and time according to what your schedule will allow) to view the property?
- What is your cell phone number in case I am delayed?

If no:

I am a real estate investor, I buy and sell properties and I am interested in any properties you may know about in your area. Do you know of anyone who may be interested in selling a property regardless of condition? (GET NAME & NUMBER)

Sample Inbound Phone Script:

Ring, Ring Ring,

Hello! It is a beautiful day here at _____ (your business name). This is _____ (your name). How can I help you?

I am calling about this flyer you sent me. I want to get more info.

Great! I am so glad you called. I can help you with that.

As the mailer explained I am an investor and I am looking to buy properties in your area, but I will also consider partnering with a select group of home owners to fix and flip their investment property. I am going to ask you a few question to help me better understand what programs I can offer you.

- What property are we considering?
- What can you tell me about this property?
- How long have you owned it?
- Is it vacant or occupied?
- If occupied – can you tell me about your tenants?
- If vacant – how long has it been vacant?
- Which option from the mailer are you most interested in?
- What is your email address so I can send you my offer?
- Can we schedule an appointment for _____ (chose a date and time according to what your schedule will allow) to view the property?
- What is your cell phone number in case I am delayed?



Turn Key Marketing Sample Call Scripts

- I buy and sell properties on a regular basis. I am interested in any properties you may know about in your area. Do you know of anyone who may be interested in selling a property regardless of condition? **(GET NAME & NUMBER)**