

Ron LeGrand's[®]



Script Guide

and Key Points for Pretty Houses

Script To Call Back A FSBO With a Yes on B

(Property Info Sheet)

Hi _____, this is _____ calling about the house you discussed with my assistant yesterday. **Do you have a minute?**

OK, I've got all the facts here and you've indicated you'd entertain taking monthly payments if we can agree on a price and terms. **Is that correct?**

→ **No** — So you're saying you won't? Well, then would you consider a lease purchase if I accept all responsibility for repairs?

→ **No** — So are you saying all cash is the only way you'll sell?

→ **Yes** — OK, the only way I can do that and get you anywhere near what you're asking is for you to refinance and keep the cash and I'll take over your debt or lease purchase from you immediately.

Is that something you want to discuss further?

→ **No** — **Get off the phone.**

→ **Yes** — **Appointment script.**

→ **Yes** — OK, I can lease your home with an option to buy and release you from all repairs after 30 days. We'd have to agree on a price and terms after I see the house. When should I come look?

Discuss terms and set appointment.

Close Script

→ **Yes** — OK, what's the least you could accept on the price if we can agree on terms? (shut up) — **Is that the best you can do?**

May I assume you will sell with nothing down? (shut up)

If No — What's the least you could take down?

What's the lowest monthly payment you could take?

If you like the answer — Appointment Script (page 3)

Script To Call Back a FSBO With a Yes on “Will you sell for what you owe?” (Box A on Lead Sheet)

Hi _____, this is _____ calling about your home you discussed with my assistant yesterday. Do you have a minute? OK, I’ve got all the facts here and you’ve indicated you’d sell the house for what you owe on it. **Is that correct?**

→ **No**

Then what did you have in mind?

→ **Yes**

OK, I can come see the house and likely buy it and close as soon as you’re ready and pay closing costs, but the only way for me to do so is to take over your debt. That means I’ll buy your house and make the payments when you and I agree I’ll start but the loan will stay in your name until sometime in the future when I get it cashed out. **Will that be okay with you?**

→ **Yes**

Appointment script (page 3).

→ **No**

Well, if that’s an issue I can also lease purchase it or buy with owner financing and cover your payment with rent and handle all the repairs.

Does that seem more appealing?

→ **No**

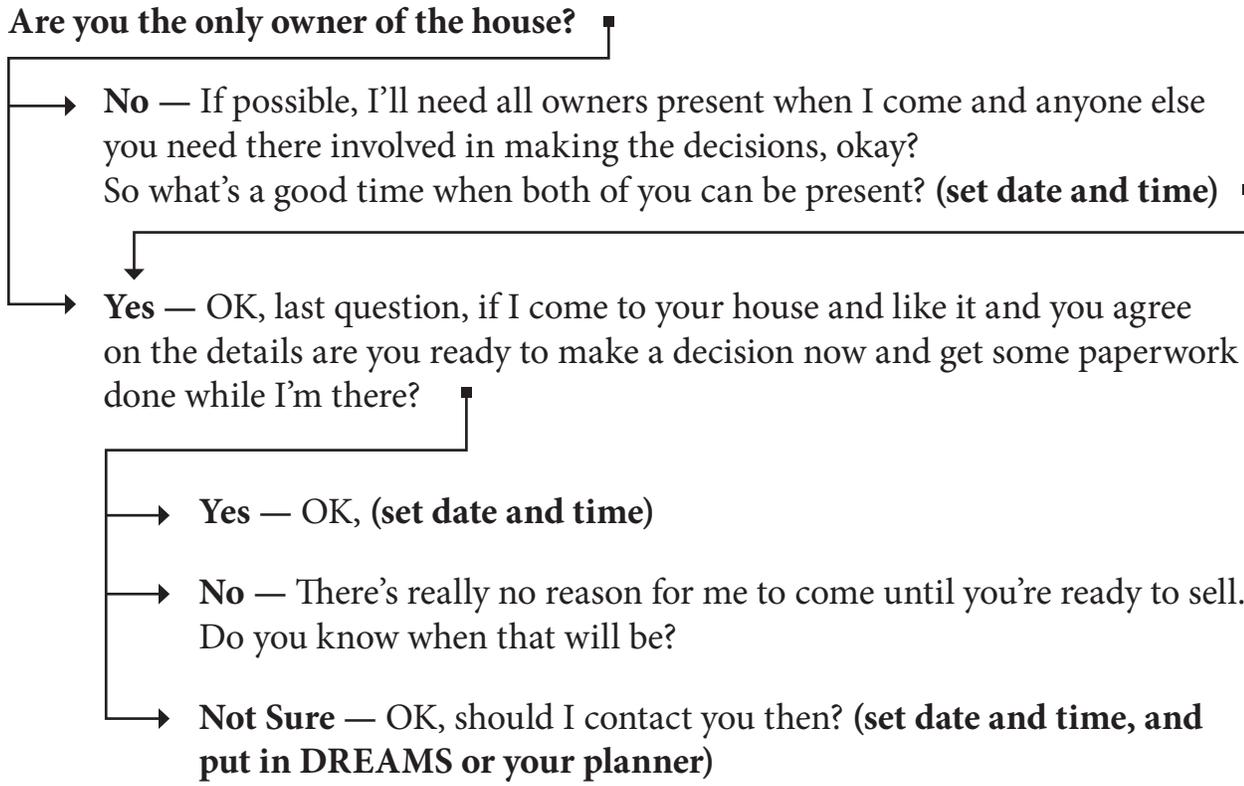
So you’re saying the only way you’ll sell is if your loan is paid off?

(If YES, go to NO script, [page 5](#)) (If NO, appointment script, [page 3](#))

→ **Yes**

Appointment script (page 3).

Appointment Script

Are you the only owner of the house? 

→ **No** — If possible, I'll need all owners present when I come and anyone else you need there involved in making the decisions, okay?

So what's a good time when both of you can be present? (**set date and time**)

→ **Yes** — OK, last question, if I come to your house and like it and you agree on the details are you ready to make a decision now and get some paperwork done while I'm there?

→ **Yes** — OK, (**set date and time**)

→ **No** — There's really no reason for me to come until you're ready to sell. Do you know when that will be?

→ **Not Sure** — OK, should I contact you then? (**set date and time, and put in DREAMS or your planner**)

Script to Capture Mortgage Info on Property Info Sheet

Seller: “That’s none of your business.”

I understand your concern but we buy houses with either owner financing or a lease purchase and both will require that information for us to analyze if it will work.

We pay all cash at full market value, but not immediately, so if you tell me that’s the only way you wish to sell then I won’t need the information. But if you’re flexible enough to let us offer you one or more options at no cost or risk to you I will need loan balance and payment.

So, can you take a monthly payment until I pay you off in full, if I pay the closing costs and close when you’re ready? ■

→ **Yes** — OK, what do you owe? (Go to close script on page 1)

→ **No** — So the only way you’ll sell is all cash now? ■

→ **Yes** — Get off of the phone.

→ **No** — Then you will consider terms? ■

→ **Yes** — OK, what do you owe? (Go to close script on page 1)

→ **No** — Get off of the phone.

No Script

Use When You Get A NO To Terms Question

We've found a lot of sellers want to work with us once they get clarity on why it's in their best interest which I can do in 60 seconds. We can get you cashed out at full price but it won't be immediately so if you must cash out now we can't help. If you don't need the money now we can. Do you want to hear how? 

- **No**
Get off phone.
- **Yes**
Continue.

Our specialty is working with quality buyers for good homes in all price ranges who need terms and time to qualify for a loan to cash you out. They're quality people and we screen them heavily before they move in. Of course they'll make a monthly payment and will be responsible for 100% of the maintenance and we close everything with an attorney.

We can do either a lease purchase or owner financing, both of which will have a deadline for them to refinance and obviously it's in their best interest to do so.

The good news is there's no commission to you and you'll get full price because we're offering terms, and sometimes (name), while searching for a good terms buyer we get an all cash buyer. Over 70% of the market can't qualify now, but can with a little time and work with us.

Actually it's really just a delayed cash sale at full price.

We are not Realtors. Our compensation comes from the difference between what our buyer brings in for option deposit and the amount you're willing to accept and usually because we can offer terms we raise the price enough to cover our cost so it costs you nothing.

All we need from you to move forward is an acceptable terms agreement and I'll either buy it or lease from you when you're ready.

No Script Continued

If this interests you, I'll need to see the house. Should I set an appointment now? ■

→ **No.**

So you're saying it's all cash now or nothing?

Yes.

So if we found a quality buyer with a substantial down payment who could cash you out at full price in a year or two you'd rather not hear about them?

No, I wouldn't — get off the phone.

Yes, I would — so, should we set an appointment for a visit? ■

→ **No.**

Get off phone.

→ **Yes.** ■

→ **Yes** — Set appointment, then...

OK, just a couple more questions...

What's the lowest price you'd sell it for?

May I assume you'd sell it for nothing down if we buy it now? ■

→ **No.**

What's the least you can accept?

What's the lowest monthly payment you can accept?

Calling Sellers

Key Points

1. Don't beg. If you're teaching or preaching, you're begging. You ask questions, the seller makes you an offer.
2. Don't over negotiate on a house you haven't seen. Use script on the phone. Finish at the house.
3. Practice answering all possible questions before calling. There are only a handful and all the same. Answer questions with questions when possible.
 - a. Is that fair?
 - b. Is that the best you can do?
 - c. So, if I don't _____, you won't sell me the house?
 - d. Wouldn't you agree?
4. Tell it like it is, even if you think the seller won't approve. Deal with people who want to deal with you.
5. Stick to the script. If you don't, you're in dangerous territory.
6. If you don't like the seller's answer, you must get him/her to change it or simply tell them that won't work for you. No TERMS, No Deal. Ignoring the elephant in the room doesn't remove it.
7. You should call all your leads, yes or no. But learn to screen quickly and not spend needless time with non-terms deals. There's a lot of yeses in the no's. You paid to get them. Don't waste them.

Visiting The Home

Key Points

1. Don't agree to go unless the seller has agreed to reasonable terms on the phone and acknowledges he/she is ready to sell. Remember, don't over negotiate yourself out of a deal. Get facts now. Negotiate at the house or on the phone after your visit if seller is out of town.
2. Use the Appointment Script. Seller must agree to sell now and both present if possible.
3. A quick walk through is all you need. You're not a home inspector.
4. No negative comments about the house. Sellers know if it needs work. Insulting them is not the way to win.
5. Once the walk through is over, your next move is... "Do you have any questions for me?" Finish all negotiating points and come to an oral agreement.
6. Then "are you ready to put it in writing so I can get started?"
If yes, do not delay. Get a contract.
If they want an attorney, first verify you have an oral agreement. If so, write it up. If not, tell the seller you can't write an agreement until you have an agreement. Can't put it in writing until we know what **it** is.
7. If you can't reach an agreement, tell seller what you can do and leave the door open for them to call you if things change. **NEVER TELL SELLER WHAT YOU'LL PAY UNTIL YOU LEARN WHAT THEY WANT.**
8. No seminars, no teaching, no preaching, no begging. **ASK QUESTIONS AND SHUT UP.**