

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 First Name, 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 — (**Go to No Script**)

The Million Dollar 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?**

We usually buy with nothing down, OK? (shut up)

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

(**Existing Loan**) I assume you're OK if I just cover your payment until I pay you off?

OR

(**Free & Clear**) What's the lowest monthly payment you could take?

(If you like the answer go to **Appointment Script**)

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

Hi First Name, 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 as-is — and close as soon as you’re ready — I’ll pay the closing costs, which is several thousand dollars — 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 — but the loan will stay in your name until sometime in the future when I get it cashed out. **OK?** ■

- **Yes** — (**Go to Appointment Script**)
- **No** — I want the loan out of my name.

Well, I understand that, but the only way I can buy is if the loan stays in your name. I can close quickly, pay all costs, take it as-is and you don’t have to be out of the house when we close. Of course, I’ll make your payments until it’s paid off, which I expect to happen within the next few years. **Will that work for you?** ■

- **Yes** — (**Go to Appointment Script**)
- **No** — Please let me know if you change your mind, okay?

Script to Capture

Mortgage Info on Property Info Sheet

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

I understand your concern, but we buy houses at full price, close quickly and usually pay the closing costs — which is several thousand dollars — and save you a commission. We’ll buy as-is and you can move when you’re ready.

You’ll net more from us than any other way you sell — I’m just collecting the information, so my boss can follow up, okay? — Can you please give me your approximate loan balance and payment amount, so I can complete my report?

No Script

Use to call when you get a NO on B and when you get a YES lead that says NO when called.

Hi First Name, this is _____, following up on the house for sale you discussed with my assistant recently. Do you have a minute?

I have the information here you gave us so no need to go through it again but my notes show you indicated you wouldn't be interested in taking a monthly payment until we can pay you in full.

Is that correct?

↳ Yes — (Continue)

_____, We've found that some people don't have a clear understanding of what we do, and why it's in their best interest to work with us — but once they get clarity they conclude its their best way to sell.

- I can tell you if you have to cash out now, we can't do that.
- Howeve, when we buy we usually pay all the closing costs — which is several thousand dollars — so you don't come to closing with a nickel.
- We pay full price and close with an attorney whenever you're ready. — to some people that's important because they need some time to move out.
- We'll take it as-is — which means no home inspector is going to come out and pick your house apart.
- Most importantly, you'll find when you sell to us, you'll net more money than any other way you sell because there is no commission and we usually pay the closing costs — You'll get a monthly payment until sometime in the future when we pay it off and no responsibility toward the house after we close.

So _____, do you have to have the cash now or would you consider a delayed cash sale and get a lot better deal?

- ↳ **Cash ONLY** — Let me know if things change, okay?
- ↳ **May Consider** — Good, I have a couple questions — then we can determine if I should come see the house — okay?

Go to Million Dollar Script.

No Script Rebuttal

I Need More Information...

How do you get paid?

or

What will you do with the house?

or

Any other reason seller needs clarity?

Use this script only if you need to. It's meant to be a follow up behind the NO SCRIPT if seller needs more information. The more you talk, the more questions you generate.

_____, in addition to all the ways you benefit — we get compensated in several ways as well — or obviously we wouldn't buy

- Our normal exit is to install a tenant buyer who can't qualify at a bank right now but can over time — which is about 70% of people looking to buy.
- They'll have skin in the game and be heavily screened and pay us more rent than the payment we make to you. — Therefore, we'll have cash flow.
- We'll also get the difference between their purchase price and what you and I agree you can accept — Which will be more than you'll likely net any other way you sell — because you won't pay any commission — which is usually 6% — and we usually pay the closing costs when we buy from you — which is several thousand more you save.
- We'll also get the depreciation write off and the debt paydown on your loan every month.
- So there's enough compensation in it for us so we don't have to steal your house to make it work — assuming we can agree on the terms.

Does that make sense_____?

Of course, we bear the cost of repairs — vacancy — closing costs and all the risk so you have nothing to do after we buy but move on.

- And, I think I mentioned we'll close when you're ready — as quick as 3 days — and take it as-is.
- In addition, you don't have to be out by the day we close.

So, First Name, can you take a monthly payment until we can pay you in full?

- **No** — Let me know if things change, okay?
- **Yes** — Great, I have a couple questions and we'll set an appointment for me to see the house — okay? **Go to Million Dollar Script.**

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 we 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**. Also, could you have the paperwork you received at closing ready when I arrive?

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

Do not lose a deal because both sellers can't be present.

Go anyway, get one to sign a contract if possible, then deal with the other.

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 sellers 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

Before You Go

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. Ask the seller to have the paperwork on the house available when you arrive.
4. Call to confirm appointment before you leave.
5. Prepare a contract, leaving only the items to be negotiated blank.

After You Arrive

1. A quick walk through is all you need. You're not a home inspector.
2. No negative comments about the house. Sellers know if it needs work. Insulting them is not the way to win.
3. Once the walk through is over, your next move is... "Do you have any questions for me?" Have them repeat what you discussed on the phone. Finish all negotiating points and come to an oral agreement.
4. Then "are you ready to put it in writing so I can get started?"
If yes, do not delay. Get a contract. Have them take a photo with their phone.
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.
5. Ask if it's okay if you go through their paperwork.
6. 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.**
7. No seminars, no teaching, no preaching, no begging. **ASK QUESTIONS AND SHUT UP.**
8. Leave with a signed contract if you can and tell the seller you'll be in touch with closing date. Let seller use their phone to make a copy of the contract and any other documents you take.



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