

Cold Calling Script

KNOW THE ANSWERS TO THESE QUESTIONS PRIOR TO DIALING:

- *Who are you looking for?*
- *Why are you looking for them?*
- *Why do you want to buy the property?*
- *How did you get my number/info?*
- *Why do you think they would want to sell?*

USE THIS FOR POTENTIAL RELATIVE:

“Hi, I might have the wrong number, but is [FIRST NAME OF PROPERTY OWNER] there?”

(Stay silent until they answer...no matter how long the silence is or how uncomfortable it gets)

“I’m really sorry. This was a shot in the dark.

I’m trying to find out if the house at [ADDRESS] is for sale. I drove by it and it looked like it might be vacant and possibly for sale, but I didn’t see a sign in the yard. When I researched the property I found out (PROPERTY OWNER) owned the property, but I haven’t been able to reach (PROPERTY OWNER) so now I’m trying to get in touch with possible relatives/friends. My information may not be accurate, but you showed as a possible relative. If it’s available, I’d love to buy it to fix up. But I don’t even know if the owner would want to sell it or how to get a hold of them to find out.

(Stay silent until they answer...no matter how long the silence is or how uncomfortable it gets)

Possible follow ups:

“I kind of feel like I’ve hit a dead-end and...

...I’m guessing you’ve never even heard that name or address before.”

(Stay silent until they answer...no matter how long the silence is or how uncomfortable it gets)

...You probably wouldn’t have any suggestions of who else I should call.”

(Stay silent until they answer...no matter how long the silence is or how uncomfortable it gets)

“You probably wouldn’t be comfortable with me calling or emailing the owner though since you don’t know me...”

(Stay silent until they answer...no matter how long the silence is or how uncomfortable it gets)

USE THIS TO LEAVE A VOICEMAIL:

“Hi, I might have the wrong number, but I’m calling for [FIRST NAME OF PROPERTY OWNER].”

I’m trying to find out if the house at [ADDRESS] is for sale. I drove by it and it looked like it might be vacant and possibly for sale, but I didn’t see a sign in the yard. When I researched the property, I found out (PROPERTY OWNER) owned the property, but I haven't been able to reach (PROPERTY OWNER) so now I'm trying to get in touch with possible relatives/friends. My information may not be accurate, but you showed as a possible relative. If it’s available, I’d like to buy it to fix up. I’m not sure if this is the right number or not, but if you’re able to point me in the right direction I would really appreciate it. If not, that’s okay, too...”

(Leave call back #, text info, & email address – some are more comfortable with email/text)

USE THIS WHEN PROPERTY OWNER ANSWERS:

“Hi, I might have the wrong number, but is [FIRST NAME OF PROPERTY OWNER] there?”

(Stay silent until they answer...no matter how long the silence is or how uncomfortable it gets)

“My name is [FIRST NAME ONLY].”

I’m calling to find out if the house at [ADDRESS] is for sale. I drove by it and it looked like it might be vacant and possibly for sale, but I didn’t see a sign in the yard. When I researched the property I found you were listed as the owner. If it’s available, I’d love to make an offer to buy it to fix up.”

(Stay silent until they answer...no matter how long the silence is or how uncomfortable it gets)

USE THIS TO LEAVE PROPERTY OWNER VOICEMAIL:

“Hi, I might have the wrong number, but I’m calling for [FIRST NAME OF PROPERTY OWNER].”

I’m trying to find out if the house at [ADDRESS] is for sale. I drove by it and it looked like it might be vacant and possibly for sale, but I didn’t see a sign in the yard. When I researched the property I found you were listed as the owner. If it’s available, I’d like to buy it to fix up. I’m not sure if this is the right number or not, but if you’re able to point me in the right direction I would really appreciate it. If not, that’s okay, too...”