

SCRIPTS

Start the conversation

Use your real name, business and role. Replace bracketed fields and make only statements you can support.

First contact

Hi [Name], this is [Your name] with [Business]. I am calling about [Property]. Do you have a moment to talk about whether a sale is something you would consider?

If the owner is busy

Of course. Is there a better time, or would you prefer no further contact?

If this is the wrong number

Thank you for letting me know. I will correct our records and stop contacting this number about that property.

If they are not interested

Understood. Thank you for your time. I will note your preference and stop this follow-up.

If they ask for a price immediately

I would need to understand the property and review comparable sales first. May I ask a few questions before discussing a possible range?

Contact only where permitted, respect contact preferences and record opt-outs. Do not claim a prior inquiry, missed call, funding or buyer status that is not true.

SCRIPTS

Understand the property

Keep the conversation clear, respectful and focused on the information needed for a property review.

Property and ownership

Could you confirm the address and basic layout? Who owns the property, and who else would need to be involved in a decision?

Condition

What repairs or updates are needed? Are there known roof, foundation, electrical, plumbing or HVAC issues?

Occupancy

Is the property vacant, owner-occupied or rented? Are there leases, deposits or access arrangements we should understand?

Goals and timing

What would you like the sale to accomplish? Is there a target date or another detail that matters to you?

Price expectations

Do you have an asking price or a range in mind? What information did you use to arrive at it?

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Qualify and hand off

A range from an initial call is preliminary. Confirm the next step without promising a price or closing date.

Confirm the facts

Let me check that I have this right: [Property], [Condition], [Occupancy], [Price expectation] and [Timing]. What have I missed?

Explain the research step

We will review the property details, comparable sales and estimated work. Any figure we discuss before that review is only a starting point.

Arrange a visit or follow-up

If you would like to continue, the next step is [Actual next step]. Would [Date/time] work? Who should be included?

Confirm contact permission

What is the best way to send the summary, and is it okay to contact you using that method about this property?

CRM handoff

Record the source, verified details, seller goals, condition notes, price expectation, contact preferences, responsible person and a specific next action. Keep opinions separate from confirmed facts.

Agreed next step / owner / due date
