

RElvault

M E M B E R

SUMMIT

S.N.A.P.

Objection Handlers

"If the seller isn't pushing back, then they're not selling"

S.N.A.P. - Hangups:

Hi, I missed a call from you. Were you calling about a property you're selling or possibly regarding a note you received in the mail?

1. No. I didn't call?

Oh, sorry to bother you then. It looks like we missed a call from this number around [hh:mm on dd/mm] and I always follow up on missed calls as a good business practice. We are a reputable cash buyer looking to buy 2 to 3 properties this month in your area. Are you considering to sell in the next several months or so? We'd love to be a possible choice for you or maybe someone you might know.

2. I maybe interested, but not looking for a low ball offer?

I completely understand. Do you mind if I ask you a few questions about the property so that I can quickly provide you a fair all cash offer? What would you say the value of the house is and how did you come up with that number? Do you mind if I ask you a few more questions?

3. What is your offer?

I'm not 100% sure yet. I collect a little information from you after a little more research we will quickly come back with a solid offer to buy your property. Will that work for you? Great, do you mind if I ask you a few questions?

4. How did you get my information?

We work with a property finder who identified your property among many that might fit our buying criteria. We want to buy 2-3 properties a month and we have a great track record. Are you considering to sell in the next several months or so?

5. Have you seen my house?

We haven't personally seen your house yet, but would love the opportunity to make you an offer if you are considering to sell? Are you considering to sell in the next several months or so?

6. Why can't you give me an offer now? / Why do I need to talk with someone else?

That is a great question. We need a little information about the property as we have not seen the inside or know the exact condition, but we can come back quickly with an offer if that is something you'd like. Are you considering to sell in the next several months if we are able to provide a fair offer that works for you?

7. I'm not sure I'll sell?

I completely understand. You are certainly under no obligation to accept our offer. We are looking to buy 2-3 properties a month in your area and would love to be a good solution for you or maybe someone you know who might want to sell. Would you be interested in a no obligation offer from us?

8. How do you come up with your offers?

First, we collect a little information from you. Then, we'll do a little research and then come back to you quickly if that works for you. Are you considering to sell in the next several months or so?

9. Why do you think I want to sell my property?

We don't know if you have any interest in selling, but we are a reputable company looking to buy 2-3 properties in your area. We specialize in taking the hassle out of selling and making it a very easy process. Are you or someone you know possibly considering to sell in the next several months or so?

10. How much are you willing to offer me?

I'll need to collect a little information from you so that we can provide you a solid offer. We can usually do this quickly if you'd like? Do you mind if I ask you a few questions? Are you considering to sell in the next several months or so?

11. How long have you been in business?

We are a reputable business and typically buy 2 to 3 properties a month. Since we buy using all cash a lot of sellers find this advantageous avoiding realtor and closing fees and long waiting periods for the buyer. Many times we're able to do things other realtors or buyers can't or won't. We are happy to provide references and allow you to do more due diligence if you would consider selling to us. Are you considering to sell in the next several months or so?

12. How do I know you are real and not a scammer... Do you have a website I can look at?

That is a very good question and I can certainly understand your concern. We are a reputable company looking to buy 2-3 properties in your area. We are happy to provide reference and allow you to do more due diligence if you would consider selling to us. Are your considering to sell in the next several months or so? Would you like us to make you an offer and provide you more details on our company? Can I get your email address to send some info?

13. Do you use a title/escrow company?

Yes. We will always close with a local reputable title company and/or attorney. Do you have a specific preference that works best for you?

14. Is your business local?

Yes... we have purchased many properties in ____ and we generally buy 2 to 3 properties a month. Are you considering to sell in the next several months or so?

15. What are your fees or costs if I sell to you?

That is a great question. Since you're selling directly to me you can avoid paying any fees. we can cover all the closing costs and fees which would normally be thousands of dollars. We are often able

to do things other realtors or buyers cannot. Is that something that would work for you? How soon would you want to sell if we came to an agreement on the price?

16. How fast can you close?

We would prefer to close as soon as possible in as little as 30-45 days. We can close sooner or later if that would work for you. How soon would you like to close if we come to agreement on price.

17. I am interested in selling but won't sell it for less than \$___ ?

I would love to pay you a fair price and possibly what you're asking. Do you mind if I ask you a few questions? What would you say the value of the house is and how did you come up with that number? Can you tell me about the condition of the property?

18. I have heard of your guys and I don't want a lowball offer?

I certainly understand that and actually we often pay full asking price, sometimes more depending on the terms. We are a reputable company looking to buy 2-3 properties a month in your area. We prefer to buy properties that need a little work so we can fix them up and make a modest profit somehow someday. Are you considering to sell in the next several months?

19. Are you going to live in the property?

We are a reputable company looking to buy 2-3 properties a month in your area. We do not live in the properties. We typically prefer properties that need a little work so we can fix them up and make a modest profit somehow someday. Are you considering to sell in the next several months?

20. I have a renter/family member living in the property right now?

We are happy to purchase properties with renters living in the property whether they are paying rent or not? Does the renter/family currently pay rent? How much? Would you like to sell the property as is if we were able to come to terms on a fair price?

21. Will I need to clean out the property prior to selling?

We buy properties in all kinds of conditions and happy to take on any problems that we can help solve. If we were able to buy the property as-is and you could leave anything you didn't want, would that be a benefit to you in exchange for us buying it quickly?

22. Do I need to do any repairs to the property prior to selling?

We buy properties in all kinds of conditions and happy to take on any repairs or problems that we can help solve. If we were able to buy the property as-is and you could leave all the repairs to us, would that be a benefit to you in exchange for us buying it quickly?

23. I couldn't possibly sell for that price?

What is the least you could sell for and still allow enough room for me to make a modest profit? Do you have tenants currently living in the property? How much do they pay? Is that below the current rental value? Are there any other upgrades I should know about that would allow me to provide you a higher cash offer and it still be a good deal for me given there is no realtor and we can close quickly without any hassles.

General Tips:

- Stand up when talking to sellers. This raises the energy level.
- Smile often. This is a rapport game. The goal is to open up the seller to share their situation. They don't know you yet and you haven't earned the right to ask them questions.
- You want to be a solution to problems not a pest offering low ball offers.
- Don't rush the conversation and definitely don't rush to the low ball price.

Quick Turnaround Questions:

- Do you mind if I ask a few questions?
- Is the property currently listed with an agent?
- How long have you been thinking about selling?
- Are there any others involved in the decision to sell?
- What is the current value of the property? (you can tell them they are usually the expert as they own it or live there?)
- If they receive an all cash offer to close quickly, what is the least they'd be willing to accept?
- How did they come up with that number?
- How is the current condition of the property?
- Does anyone currently live in the property?
- What does it rent for?
- Is that number market rent or could it be rented for more? How much?
- How is the condition of the property?
- Have they completed any upgrades?
- Are there any other issues with the property that would be helpful for us to know?
- If we came to terms on purchasing, how soon would they want to sell?
- How would they prefer us to provide them an offer? Email?
- What is their email address?

Key Points About Working the Phone:

- Assume all leads suck! All leads are unmotivated! There are no good leads! Good leads take salesmanship
- Do NOT prejudice sellers. Assume they all want to sell. Some sooner. Others later. The question is will they sell to you!!!
- Don't be too quick to make an offer. Big mistake!
- Use the first conversation to tee up the second conversation with the 3rd, 4th or 5th being the offer (if they're ready)
- All sellers are a lead. They are either the seller or a referral partner or someone you can learn and sharpen your sales skills on.
- 30 Calls per hour result in 5 Live Conversation
- 5 Live Conversations should result in an appointment (face to face or opportunity to make an offer - at some point)
- 15 Live Conversations should result in a signed contract
- Call hangups 4 times in a row and mark them as such (1st attempt, 2nd attempt, 3rd attempt). No need to leave a voicemail. They won't call you back. Call sometimes using *67 to block your Caller ID. After 4 attempts, wait at least a week, then repeat. Never stop.

- If you have a property address, put them on the “Send STL Follow Up Letter” - there is NO NEED to send them more postcards ever! Send them Follow Up Letters as you’ll buy 10x more properties this way.

Key Points on Follow Up:

- Have notes on the previous conversation to refer back to.
- Build rapport or establish the reference point quickly (“we spoke a few weeks ago about your property. You were getting ready to take your wife to the doctor for knee surgery. I was calling as I promised I’d call you in a few weeks and wanted to honor my commitment. Have you thought more about selling your property)
- Send Follow Up Letters instead of Postcards if you have their Address!
- Consider giving a price range to a seller vs. a specific number if you sense they are less than motivated or ready to sell. You want to keep your foot in the door! A higher price will not be a bad thing

Other S.N.A.P.s

S.N.A.P. - Angry “Remove From Mailings”:

Hi, I received a call from you requesting to be removed from receiving cards in the mail and wanted to thank you for taking the time and confirm so we can remove you from any future inconvenience. Is this [insert name]? We are a reputable house buyer looking to buy 2-3 properties a month in your area and will certainly remove you. Can I confirm the address so we can remove you immediately? Was there anything offensive about the marketing you received so we can share this with the company we use? We’re always looking for better recommendations on connecting with potential sellers since we don’t know each other personally. If you possibly know a neighbor or a friend or family member, we’d love to say thank you with a month of free groceries, or maybe have your gardening or possibly even donate to your favorite charity.

S.N.A.P. - Buyers:

Hi, I see that have purchased multiple properties in the area as a cash buyer and was wondering if you’d like to have access to additional discounted properties. We are a wholesaler, we get tons of leads and we’re looking to work with a couple solid rehabbers or cash buyers who can handle our deal flow. Are you looking for more properties to purchase? How many can you handle per month? Have you worked

successfully with other professional wholesalers? Can you let me know some of your buying criteria and specific areas you buy in or want to avoid?