

Vacant House Lead – Private Seller

Hello, my name is You . Is this Seller ?

You don't know me, but I'm calling about your house at address of vacant house. I learned that you own it through the public record. *(The idea here is to diffuse any feeling that you are prying into their private business. Their ownership is a matter of public record.)*

Is now an OK time to talk? *(If not, make a firm appointment for the future.)* Good.

I was wondering if you would consider selling it? I'm an investor and I buy houses like this on a regular basis. Have you considered selling the house?

(Give the seller the time they need to answer. Let them ramble if they want to because you'll learn a lot about their situation when you do. Be a good listener! If their answer is no, add them to your follow up list because if it remains vacant, they will eventually need to sell and you want them to think of you then.) If their answer is yes, continue.

Ok, well, as I mentioned, I am an investor and I buy and sell houses on a regular basis and yours hit my radar and I'm interested. Is it currently occupied? *(Do not tell the seller you know it's vacant. Don't even say the word vacant until they do.)*

Let me ask you this... If I were to pay all cash and close on the date of your choice, what would be the least you could accept? (*Shhh!! Let them think and answer. Do not speak until they have answered you.*)

Is that the best you can do? (*Ask this no matter what their answer is to the above question. It will make you big money.*)

(If need be, remind them that you're an investor and that you need to be able to make a profit to get involved with the house.)

How soon would you like to close? *(Although you need a minimum of 30 days, this approach is a great way to make them feel like they are in control. Sometimes they need more than 30 days for all sorts of reasons, and that's fine. It gives you more time to set up your buyer.)*

(Assuming the price is suitable go on to...)

Ok, I have a simple agreement that I will fill out with this info and get to you for your approval. Do you have a fax number or would you prefer I email it to you? *(You can also meet the seller in person, if you're comfortable with that, or scan the filled out agreement and email it to the seller. You may also send it by FedEx.)*

(If the price is not suitable...)

So you're saying that if I don't pay you _____ then you won't sell your house? The reason I ask is because I can't pay that much and have it be worth my while. I'd like to put together a win-win deal here. Wouldn't you?

(If you're not able to get a deal together at this point, put them on your follow up list because all seller's minds change with time and circumstance. You will be amazed how many deals you will do, that you thought were dead, when you follow up.)