



*Tim & Julie*  
**HARRIS®**  
REAL ESTATE COACHING

## **1800HomeHotline.com Script for Advertisement**

Hello and Thank you for calling the [Your Area] Foreclosure Helpline.

Are you having difficulty making your monthly payments?

Do you owe more on your property than it is actually worth?

Do you need to get your home sold quickly?

Does your home require repairs?

Are you facing a foreclosure? Even when it feels like there is nowhere else to turn we can help.

We buy and sell homes everyday for sellers in situations just like yours. We are licensed Real Estate Investors, Mortgage Brokers, and Investors who are standing by to help you now! You can press zero now to be connected to us now or please feel free to leave a message after the tone and we will get back to you as soon as possible.

Remember, the problems of today can be eliminated tomorrow so please feel free to contact us with any situation you may be dealing with and ask about our Visions for Tomorrow Program where we help people just like you get rid of the wrong house and get you into a the right house.

## **1800HomeHotline.com Return Call Script**

Hi this is \_\_\_\_\_ from the Foreclosure Helpline. I noticed you just accessed our system for Foreclosure help and I was just wondering what kind of assistance do you need? [Their name], I understand.

So, you obviously have a home and you must be concerned about foreclosure. Tell me, what are a few of your concerns? \_\_\_\_\_, I understand that.

Once again my name is \_\_\_\_\_, your name again? \_\_\_\_\_ Great \_\_\_\_\_, we help people like you everyday. Mr. \_\_\_\_\_, you want help, right? That's what we're here for.

Mr. \_\_\_\_\_, what is the address of the home you own? \_\_\_\_\_ Sure I am familiar with that area. Mr. \_\_\_\_\_, have you heard

about our Visions for Tomorrow Program where we help people like you get out of a bad situation [home] and into a different one, [NO.]

You're kidding, Mr. \_\_\_\_\_. What I have to share is very important. When would be a good time for me to come over and meet with you personally? Monday or Tuesday at \_\_\_\_\_ or \_\_\_\_\_. Great. Before I meet you there a few more questions I would like to ask.

[Go to pre-qualification script.]

### **Calling someone using a "WE BUY HOMES FOR CASH" sign.**

Hi, this is \_\_\_\_\_. I noticed your sign here on the corner of \_\_\_\_\_ and \_\_\_\_\_. I noticed that you buy homes cash, is that correct? \_\_\_\_\_, Okay, great.

So how do you decide which houses you will buy versus which homes you will not buy? (Usually it is some kind of percentage of market value or area.) I can understand that.

Okay, Now what do you do if the house does not meet your criteria?

\_\_\_\_\_.

Okay, great, Mr. Investor I am a short sale agent here in [your area] and I sell homes that are in foreclosure and that do not have any equity. I am prospecting, advertising, and looking for new business every day.

Mr. Investor, from time to time I come across homes that meet your criteria here in [your area] and I would love to send them over to you for your consideration. Mr. Investor, does that sound fair to you? Mr. Investor in return all I ask is that if you find a home in the area that does not meet your criteria and that you are considering throwing away that home, that you allow me to contact them. Does that sound fair to you?

Mr. Investor, if any of the houses you send over to me sound like something you would want to buy and you want to make an offer on the property, I will happily represent you, do ALL of the lead work for you for free, etc. Mr. Investor, I am free for lunch tomorrow or the day after so we could meet and discuss our relationship further. Which is better for you?

### **Coaching the Buyer's Agent to Make the Right Offer**

**NOTE:** You MUST do your math BEFORE you make this call.

Mr. Agent, Hi, this is \_\_\_\_\_ from [Your Company] Realty. I received your offer on the property located at 123 Main Street. First I want to thank you for submitting that offer, however I have a few concerns with the contract. Do you have a minute for me? Great.

Mr. Agent, as you know, this is a short sale/pre-foreclosure property. I work with a lot of these types of properties. The list price of the property is \_\_\_\_\_ and you submitted an offer at \_\_\_\_\_ that is \_\_\_\_\_ percentage of the list price.

Mr. Agent as you know, in a pre-foreclosure/short sale situation, I technically no longer represent the Seller. My job is to get your offer accepted by the lender, so we both can get paid, does that make sense?

Mr. Agent do you know how the lenders determine if they are or are not going to approve a short sale?

Mr. Agent, the lenders typically will accept 90% of the broker's price opinion on the property. Mr. Agent, you know this neighborhood, don't you? Right off the top of your head, what do you think is the value of homes in this neighborhood? \_\_\_\_\_. Thanks. Based on the round number of \_\_\_\_\_, that means the bank will probably accept \_\_\_\_\_.

Mr. Agent, I did a BPO and I determined the value to be \_\_\_\_\_ to get this deal closed and for both of us to get paid.

Mr. Agent, do you think that you can get the buyer to provide an offer of \_\_\_\_\_? That way the bank will more strongly consider accepting your offer. Great. Well, I will be counting on you to explain that the Buyer is getting a great deal at that price and I look forward to speaking with you soon.

### **If The Buyer Will Not Raise The Price**

Mr. Agent, thank you for taking the time to speak with the Buyer and I am sorry he would not make an offer that can get this deal done quickly. However, there is no reason we cannot submit the offer anyway, right?

Okay great. Here is what I am going to do. I will send the offer to the lender. You do agree the offer is a little low right?

If the lender does not take the offer we have nothing, agreed? Here is what will happen – I will send the offer up. I will do everything I can to get the lender to accept your offer.

Mr. Agent, if they don't accept, I am going to need to keep this property active on the MLS to attract additional back up offers. You can explain that to your buyer, right? Great. I will update you every Friday as to the status of the contract and you will be the first person I call when the contract is either accepted or countered. Fair enough?