

Ron LeGrand's[®]



**Fast Track
to Wealth**

***Scripts To Buy
Terms Deals***

Script To Call Back a FSBO With a Yes on “Will you sell for what you owe?” (Box A on Lead Sheet)

Hi First Name, this is _____ calling about your home you discussed with my assistant yesterday. Do you have a minute? OK, I’ve got all the facts here and you’ve indicated you’d sell the house for what you owe on it. **Is that correct?** ■

- **No** — Then what did you have in mind?
- **Yes** — OK, I can come see the house and likely buy it as-is — and close as soon as you’re ready — I’ll pay the closing costs, which is several thousand dollars — but the only way for me to do so is to take over your debt. That means I’ll buy your house and make the payments — but the loan will stay in your name until sometime in the future when I get it cashed out. **OK?** ■

- **Yes** — (**Go to Appointment Script**)
- **No** — I want the loan out of my name.

Well, I understand that, but the only way I can buy is if the loan stays in your name. I can close quickly, pay all costs (which is several thousand dollars), take it as-is and you don’t have to be out of the house when we close. Of course, I’ll make your payments until it’s paid off, which I expect to happen within the next few years. **Will that work for you?** ■

- **Yes** — (**Go to Appointment Script**)
- **No** — Please let me know if you change your mind, okay?

Script To Call Back A FSBO With a Yes on B

(Property Info Sheet)

Hi First Name, this is _____ calling about the house you discussed with my assistant yesterday. **Do you have a minute?**

My job is to set an appointment for my boss who writes the checks and I have a couple more questions to verify he/she should come. I've got all the facts here and you've indicated you'd entertain taking monthly payments if we can agree on a price and terms.

Is that correct? ■

→ No — (**Go to No Script**)

The Million Dollar Script

→ Yes — OK, what's the least you could accept on the price if we can agree on terms?
(shut up)

Is that the best you can do?

We usually buy with nothing down, OK? (shut up)

If No — What's the least you could take down?

(**If seller has a Loan**) I assume you're OK if I just cover your payment until I pay you off?

OR

(**Free & Clear**) What's the lowest monthly payment you could take?

(If you like the answer go to Appointment Script)

No Script

Use to call when you get a NO on B and when you get a YES lead that says NO when called.

Hi First Name, this is _____, following up on the house for sale you discussed with my assistant recently. Do you have a minute?

I have the information here you gave us so no need to go through it again but my notes show you indicated you wouldn't be interested in taking a monthly payment until we can pay you in full.

Is that correct?

↳ **Yes — (Continue)**

Start Here
If already on
the phone

_____, We've found that some people don't have a clear understanding of what we do — and why it's in their best interest to work with us — but once they get clarity — they conclude it's their best way to sell. I can tell you we can cash you out, but it would be a delayed cash sale.

- When we buy, we usually pay all the closing costs — which is several thousand dollars — so you don't come to closing with a nickel.
- We pay full price and you're not required to be out of the house when we close — to some people that's important because they need some time to move out.
- We close with an attorney when you're ready and we pay the fee.
- We'll take it as-is — which means no home inspector is going to come out and pick your house apart.
- Most importantly First Name, you'll find when you sell to us — you'll net more money than any other way you sell, because there is no commission and we usually pay the closing costs — You'll get a monthly payment until sometime in the future when we pay it off and no responsibility toward the house after we close.

Free and Clear Only

If you factor in all the payments I'll be making to you, the rate of return will be outstanding and you'll have an income to pay on your next house.

So _____ — do you have to have the cash now or would you consider a delayed cash sale and get a lot better deal?

↳ **Cash ONLY** — Let me know if things change, okay?

↳ **May Consider** — Good, I have a couple questions — then we can determine if I should come see the house — okay?

Go to Million Dollar Script.

No Script Rebuttal

I Need More Information...

How do you get paid?

or

What will you do with the house?

or

Any other reason seller needs clarity?

Use this script only if you need to. It's meant to be a follow up behind the NO SCRIPT if seller needs more information. The more you talk, the more questions you generate.

_____, in addition to all the ways you benefit — we get compensated in several ways as well — or obviously we wouldn't buy

- Our normal exit is to install a tenant buyer who can't qualify at a bank right now but can over time — which is about 70% of people looking to buy.
- They'll have skin in the game and be heavily screened and pay us more rent than the payment we make to you. — Therefore, we'll have cash flow.
- We'll also get the difference between their purchase price and what you and I agree you can accept — Which will be more than you'll likely net any other way you sell — because you won't pay any commission — which is usually 6% — and we usually pay the closing costs when we buy from you — which is several thousand more you save.
- We'll also get the depreciation write off and the debt paydown on your loan every month.
- So there's enough compensation in it for us — so we don't have to steal your house to make it work — assuming we can agree on the terms.

Does that make sense First Name ?

Of course, we bear the cost of repairs — vacancy — closing costs and all the risk so you have nothing to do after we buy but move on.

- And, I think I mentioned we'll close when you're ready — as quick as 3 days — and take it as-is.
- In addition, you don't have to be out by the day we close.

So, First Name, can you take a monthly payment until we can pay you in full?

- **No** — Let me know if things change, okay?
- **Yes** — Great, I have a couple questions and we'll set an appointment for me to see the house — okay? **Go to Million Dollar Script.**

Appointment Script

Are you the only owner of the house? ■

→ **No** — If possible, I'll need all owners present when I come and anyone else involved in making the decisions, okay?

So what's a good time when both of you can be present? (**Set date and time**) ■

→ **Yes** — OK, last question, if I come to your house and like it and we agree on the details — are you ready to make a decision now and get some paperwork done while I'm there? ■

→ **Yes** — OK (**set date and time**)

Also, could you have the paperwork you received at closing ready when I arrive?

→ **No** — There's really no reason for me to come until you're ready to sell. Do you know when that will be?

Do not lose a deal because both sellers can't be present.

Go anyway, get one to sign a contract if possible, then deal with the other.

Calling Sellers

Key Points

1. Don't beg. If you're teaching or preaching, you're begging. You ask questions, the seller makes you an offer.
2. Don't over negotiate on a house you haven't seen. Use script on the phone. Finish at the house.
3. Practice answering all possible questions before calling. There are only a handful and all the same. Answer questions with questions when possible.
 - a. Is that fair?
 - b. Is that the best you can do?
 - c. So, if I don't _____, you won't sell me the house?
 - d. Wouldn't you agree?
4. Tell it like it is, even if you think the seller won't approve. Deal with people who want to deal with you.
5. Stick to the script. If you don't, you're in dangerous territory.
6. If you don't like the sellers answer, you must get him/her to change it or simply tell them that won't work for you. No TERMS, No Deal. Ignoring the elephant in the room doesn't remove it.
7. You should call all your leads, yes or no. But learn to screen quickly and not spend needless time with non-terms deals. There's a lot of yeses in the no's. You paid to get them. Don't waste them.

Visiting The Home

Before You Go

1. Don't agree to go unless the seller has agreed to reasonable terms on the phone and acknowledges he/she is ready to sell. Remember, don't over negotiate yourself out of a deal. Get facts now. Negotiate at the house or on the phone after your visit if seller is out of town.
2. Use the Appointment Script. Seller must agree to sell now and both present if possible.
3. Ask the seller to have the paperwork on the house available when you arrive.
4. Call to confirm appointment before you leave.
5. Prepare a contract, leaving only the items to be negotiated blank.

After You Arrive

1. A quick walk through is all you need. You're not a home inspector.
2. No negative comments about the house. Sellers know if it needs work. Insulting them is not the way to win.
3. Once the walk through is over, your next move is... "Do you have any questions for me?" Have them repeat what you discussed on the phone. Finish all negotiating points and come to an oral agreement.
4. Then "are you ready to put it in writing so I can get started?"
If yes, do not delay. Get a contract. Have them take a photo with their phone.
If they want an attorney, first verify you have an oral agreement. If so, write it up. If not, tell the seller you can't write an agreement until you have an agreement. Can't put it in writing until we know what **it** is.
5. Ask if it's okay if you go through their paperwork.
6. If you can't reach an agreement, tell seller what you can do and leave the door open for them to call you if things change. **NEVER TELL SELLER WHAT YOU'LL PAY UNTIL YOU LEARN WHAT THEY WANT.**
7. No seminars, no teaching, no preaching, no begging. **ASK QUESTIONS AND SHUT UP.**
8. Leave with a signed contract if you can and tell the seller you'll be in touch with closing date. Let seller use their phone to make a copy of the contract and any other documents you take.

Paperwork You Should Collect At Seller's House

- Copy of deed
- Copy of note and mortgage
- Surveys
- Termite bond
- Front page of insurance
- Condo docs, if applicable
- Statement from bank showing latest PITI break down
- Amortization schedule
- Anything else you see if any value to you

Don't be concerned if you can't collect all this now. You can get it before closing. If you get none, it won't prevent closing.

12 Mistakes When Calling Sellers

Talk Too Much

You have only one mission! Get the answers to the Big 3 questions:

Price – Down – Payment

If you get off the phone before doing so, you've accomplished...

NOTHING!

Talking too much is an indication you're afraid to ask the Big 3.

Get To The Point and Get Off The Phone

You Get Off Script and Get Lost

Scripts are critical to your success and that of any company with people on the phone. Mine are simple, easy to follow and get the Big 3 quickly and generate a clear understanding so you don't waste trips. Ten seconds prescreening saves two hours on the road.

Part of the scripts is being prepared to answer questions not on the script. These are "Default" scripts. There's only a few questions a seller can ask. Master the answers and your confidence rises quickly.

Seller Wants to Take You Off Script!

I'm sure I can answer all your questions to your satisfaction when we meet but I'll need to verify 3 things before we do and this call is for you and me to decide if we should meet. Ok?

Ask the Big 3

If you think about it, this is a good response for almost everything the seller asks. If you don't get a good response to the Big 3, all other questions are irrelevant.

Teaching

If you want to teach seminars, rent a room and invite guests. The seller's house is not the place. The more you teach, the more you talk. The more you talk, the bigger hole you dig and perhaps the more questions you generate.

If you are slick and talk over their head you may scare them and cause a negative response.

**Ask Questions, Get Answers,
Get to Conclusion and Get Out**

Talk Too Fast

SLOW DOWN! Give yourself time to think and the seller time to absorb. Kill your urge to blast through the script and get it over with. Have a nice conversation. Talk about them. Have fun. You must be...

Friendly... Flexible... Excited!

You Beg

If you talk too much or teach, you are begging. But begging can also be detected in your voice in the way you ask questions.

- Do you sound incompetent?
- Do you wreak of fear and it shows?
- Do you sound like you're asking for a favor?

Your tone and the way you conduct yourself can easily be the difference between success and failures.

For example: "We usually buy houses with nothing down" will get a totally different response than "Will you sell with nothing down"!

Recording your calls and practice will fix this quickly.

Obviously reading a Script

The key points in all my scripts can be memorized quickly so you can effectively follow them without reading every word like a teleprompter.

Look at the B Script. It has a simple opening question and goes directly into the Big 3. Use this script 10 times and you won't need it anymore.

Slow Down! Don't Rush! Have Fun! Talk like the seller is across the table.

Caution: Getting away from the scripts too soon can be deadly until you know them by heart.

Don't get the Big 3 answered

Do not get off the phone until you get these answers. If you do, the seller is controlling the conversation.

You must learn to counter their stall tactics. When they say they don't know and you fall for it, you lose. Get the answers or get rid of them and deal with the people who really want to sell.

Speak too softly

You cannot instill confidence if you can barely be heard. Put a sign in front of you...Speak Up! If you can't force yourself to speak up you must get someone else to make the calls. Easier to simply talk louder.

Feeling Intimidated

This is a sign of low self-esteem on your part and likely a fear of what others say. It can only be cured with practice. No one can fix it for you.

Remember this:

You're only calling people who asked you to call.

They have the problem to solve. You may be the solution.

Their attitude has nothing to do with you. You did nothing wrong. It's their life that sucks and you're only next in line for their venting.

If the call doesn't go well you'll never meet them. What do you care what they say?

**You Will Not Be Intimidated By The People
Who Really Want To Do Business With You...
Only Those Who Won't No Matter What You Say!
Whack Em!**

Can't answer seller questions

That's why we have default scripts. There's only a few and the answers are simple. You'll only learn them once. Practice until you can answer anything thrown at you but learn to tell it like it is.

**Answer Questions With
Questions When You Can**

Then it's up to them to answer your questions.

If you don't have an answer, defer to this when applicable...

**I Don't Know But If It's Important
I'll Get You The Answer**

Accent hard to understand

I wish I could tell you there's an easy fix for this but I can't. If people are constantly asking you to repeat what you said, you should not be on the phone negotiating deals. Replace yourself as soon as you can.

Of course it wouldn't hurt to simultaneously get help to improve your accent. This doesn't stop you from running companies and making decisions but it will cost you deals if not dealt with.

Rebuttals To Seller Questions On Closing Calls

What do you mean? How does this work?

It's fairly simple. If we agree on the terms it means I'll buy your house when you're ready and make you a monthly payment until I get you paid in full. We close with an attorney and I usually pay all the closing costs. If you answer 3 questions for me, we can quickly determine if we should move forward, OK?

Ask the Big 3

Why do you need my mortgage info?

I work with sellers who agree to take a monthly payment until I pay off the balance in full. That means you get a quick sale with no cost at full price. If you're interested in discussing the terms, I'll need your current payment to construct them. If not, of course I won't. Do you need cash out now or perhaps you can take a payment now and cash out later?

Ask the Big 3

Can we discuss it when you come see the house?

Sure, but before I do I'll need 3 questions answered to determine if I should, OK?

Ask the Big 3

I think we'd rather list it.

OK, but a Realtor won't buy your house, make your payments or pay your closing costs and if I buy it there's no commission. Are you sure you prefer a bird in the bush over a ready, willing and able buyer?

If flexible...Ask the Big 3

Seller Won't Give Asking Price

Well, I'll need to know what you're asking before I can go any further. I'm happy to tell you what I can pay after I get the facts and visit the house, but honestly I'd have no interest in doing that until you tell me what you want.

Can my Attorney see the contract?

Well, gosh, _____, I can't send a contract nor can your attorney review it until we have a meeting of the minds, so it can be completed. And we can't do that until I see the house and make sure you understand what we can and can't do.

Before I do that I must confirm that you will consider selling it with terms, which means a lease purchase or owner financing. So if I come see the house and we can agree on terms, then I will most certainly leave you an agreement that you can take to your attorney. But first you have to tell me you're okay with considering terms. Are you? (Seller agrees).

The Big 3- Million \$ Script

SELLER: Could you come look at the house and tell us what you'll pay?

Well sure, as soon as you tell me what you want, and confirm you'll sell with owner financing or a lease purchase. If that's not the case, frankly I won't need to know the asking price. I'm in a terms business and often pay 100% of the market value, but it starts with what you want. So what are you asking?____

Well, I know you don't know but are you willing to consider terms once you do know?__

Well, what do you think it would appraise for if we had it appraised right now?__

The Big 3- Million \$ Script

Are you an investor?

Yes but I'm not trying to steal your house. But hey, I'm not going to live in it, so I guess that does mean that I'm an investor, but nothing like you see on TV. Our goal is to give a buyer terms and help them get you cashed out as soon as possible, and get top price. We get paid when we do that.

My compensation comes from the buyer, not you and you save a commission. So really it's just a delayed cash out for you at full price. But that does mean that you have to be willing to work with me on some terms, and give me several years for me to get turned around and get you cashed out. Will that work for you?

Why should I pick you over a Realtor?

Well, going to a Realtor is certainly your option. I will tell you that I've never seen a Realtor that's willing to make your monthly payment for you. I am. And in fact, your Realtor is not going to buy your house. I will. I think I even offered to pay your closing costs. Ask a realtor to do that, (name).

Now look, if you listing with a Realtor is your best option, then I'd say go ahead and do it. And I'll tell you what though, if you're going to do it you might want to only list it for 90 days. That way, if it doesn't get sold at the end of the 90 days, at least you can call me and we'll get back together again at that time. Is that fair?

Just one more thing to point out, if you did want to go list it with a Realtor, remember, that's three or four more payments that you'll make before you get your house sold.

I'm already willing and able. And you might call me one of those birds in the hand and not one of those birds in the bushes. I'm here now, so if you want to sell now, I'm your guy. If you'd rather list it just let me know. Fair? Should I come look or not?



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