



## Shark Tank Sales Script

"Hello, may I speak to (customer)?"

I was reaching out cause you recently spoke to one of my associates Maria about receiving a cash offer on your property over on 123 Main St.

Is this correct?" {confirm with seller}

Great! I wanted to reach out and introduce myself and also get some more detailed information about the property so I can maximize on this offer and put as much money in your pocket as possible, do you have 10-15 minutes?

If no- schedule a call back with day/time.

If yes- go into getting outside property info

"So give me a walkthrough of the property, lets start out front"

Get itemized info/prices on costs and repairs, if they haven't gotten a quote on anything, you should be the one giving prices on it- BE SURE TO WRITE ALL ESTIMATES DOWN!

Landscape, paint, roof, HVAC.... Etc etc

"You had mentioned that the roof hasn't been replaced in about 20 years, have you ever gotten an estimate to replace it?"

If no- "A new roof for a property like this usually costs me anywhere from \$12k- \$14k" (write that number down)

If yes- "What was that estimate?" (Take their number and write it down)

"Okay great, now let's say we're walking through the front door, give me a tour and tell me what i'm seeing in here"

Get into asking about floors/carpets, paint, kitchen, bedrooms, bathrooms etc etc  
BE SURE TO WRITE ALL ESTIMATES DOWN THROUGHOUT THE PROCESS

\*once you have established rapport and grabbed all information regarding the property\*

"I believe I have all of the information I need to get you an offer, but before I do what were you HOPING/LOOKING to get for this property?"

When they give you a number ask "How did you get to that number Mr. Customer?"

If retail, hit them with a flip comp and ask if they've seen the property?

"Considering that the other property was retail ready and I'm going to have to come in and do some work to give this a bit of a facelift— what are you WILLING to take for this property?"  
Let the customer anchor themselves before you do.....

Go for a trial close- "If I were to meet you at this price, is this something that you're ready to do TODAY?"

"Okay great, my financial partner just walked in. I'm going to place you on a brief hold while I finalize your offer with them".....

\*come back 20 seconds later\*

"I've got some awesome news! This property does qualify for our buying program! With us covering all of the closing costs and fees, buying this house in AS-IS condition and not paying any commissions: we would be at (deliver offer and STAY QUIET)

If yes to your offer: Lock it up!

If no to your offer: Start negotiating!

Throw a few of THEIR itemized repairs/costs into the conversation and ADD THEM UP!

"Considering that I have to replace the roof and paint on the property, that alone is going to cost me roughly \$22k, and that's BEFORE I even start working on the inside of the home"

You are the professional here, educate your customer on how you came up with your offer!

As you go back and forth with your customer, bring them in by saying:

"Now that you know what it's going to take to get this property up to 2022 standards- REALISTICALLY SPEAKING, what are you WILLING to take?"

Let them anchor themselves again or present a little bit of a higher offer and say:

"I'm a person that likes to ask for forgiveness, not permission.... If I were to go ahead and add an extra(whatever your price is) to this offer without asking my financial partner, can I go ahead and send you a WRITTEN OFFER so we can go ahead and wrap this up?"

Keep negotiating until you get the deal under contract!

Once you've locked them up under contract: it's time for the COOLDOWN

Embrace your sellers and make them feel good about their decision in doing business with you! On the phone when you were building rapport, you got a lot of personal information that you can now bring back around into the conversation...

“You had mentioned that you wanted to move back to the city so you can be with your family..... who's the first person you're going to call and give the good news to!”

Once you have edified your seller's decision and they feel good, the next step is preparing them for a smooth hand off to your TC..... explain how easy the process is, give them your TC's info and tell them to save the number in their phone so they don't miss their call.

Also, remind them that you are always here to answer any questions or concerns they may have.... Let them know that if they can't get a hold of your TC, to reach out to you directly.... You never want to give your sellers cold feet and always want to make them feel like you're there with them every step of the way!

With this script, I have absolutely no doubts you will be able to overcome objections and LOGIC close a seller while price dropping before using an anchor. This works best for OUTBOUND originated leads.