

Vendor Initial Telephone Call Script

- “Hi, this is Frank Flegg You telephoned my office this morning about wanting to sell your property.....”
- (wait for acknowledgement).....
- “How can I help”
- They’ll either give you their life story ending in why they’re selling, or they’ll be brief and just ask: “How much will you pay”. The longer they talk for here the better. They’ll usually end by saying “how does your process work?” or “how much will you pay?” or similar
- Regardless of what they’ve just said, firstly explain the benefits of your service: “Thanks for calling, If I can run through a couple of quick questions with you right now, I’ll be able to give you an idea of what I could pay over the phone and then if we’re in the right ball park then I can pop out to see you and make you a firm offer”
- “So, let’s start with the address of the property:” write this down on the Telephone Fact Find sheet
- Wait for them to give you the address, make sure you take the postcode and read it back to them as well as the first line of the address.
- “What type of property is it? Detached, terraced, semi?”
- How many bedrooms does it have? – fill all this in on the TFF.
- “Do you have any idea of the property’s value?”
- “Is that from an estate agent’s valuation?”
- “Is the property currently on the market?”
- You now have enough information to proceed: “ok, great, well yours is exactly the type of property that I buy. As you’ll have seen from my letter, the way that my business works is that:
 - I guarantee to buy any property, as I said, I’ll give you an idea of price while I’m on the phone now,
 - I pay all the sale costs and so there’s no deductions for estate agent fees, solicitor fees or anything similar, the offer that I make is the actual amount of money you’ll get in your bank account at the end of the sale
 - If you accept my offer, I buy your property as quickly as possible, usually it takes 28 days but sometimes it can take 5 or 6 weeks depending on how busy the mortgage lenders are, but what you get is certainty that it’s definitely sold.”
- “In order to offer this service, I am able to pay up to 75% of what the bank values your property at. So, based on your valuation of £100,000, I’ll be able to pay you up to £75,000. Would that kind of figure work for you?”
-And wait..... They must speak next. If they say anything other than no (e.g. “Oh I was hoping for a little bit more but with the costs paid that might work”, or, “that sounds a little low but maybe we could sell for that”, or “I could maybe sell for that, can you go any higher?” Or, “I was hoping for £77,000, is that possible?”) Anything other than no is positive.
- “OK, well that sounds as though we’re in the same ball park, what I suggest is that we arrange for me to pop round, I’ll be able to value your property there and then and give you a firm offer while I’m there. Can I just ask, is your property in a good lettable condition?”
- They’ll sometimes say yes, more often than not they’ll say that something needs doing.
- “OK, well I can pay 75% if it’s in a good lettable condition, so while I’m with you I’ll be able to confirm if I can pay that amount, or whether I need to do any works before letting it.”
- “OK, I could pop over on Monday, in the morning, say 9am, would that work for you? Great, I’ll see you at 9am on Monday the 6th January then.”
- “Thanks Chris, have a nice weekend.” SUCCESS :-).
- If after the offer, they say no, then answer with: “No problem at all, my service isn’t for everyone. My business model doesn’t change though, so if you’d like to save my number in your phone, I’m always happy to pop over in the future if things change for you and give you a guaranteed purchase price. Best of luck with selling your property.”