



## Simple Buyer Script

Like the video says, talking to Buyers will be some of the easiest conversations you'll have as an investor because any legit buyer will see you as a potential new source of deals. Here's a basic script that we use when reaching out and talking to buyers for the first time. Feel free to use this as a guide and then make it your own. It's always important to just be "you" when talking on the phone.

"Hey \_\_\_\_\_, this is (your name) and I'm a wholesaler here in (city). I got your information from \_\_\_\_\_, did I catch you at a good time?"

Perfect...like I said, I'm a wholesaler in the area who specializes in off market deals. We use a number of different online and offline marketing methods to drum up leads that other investors aren't seeing. Are you still buying in the area?

If they answer **YES** – Great, how many deals are you looking to purchase in the next 6-12 months?

If they answer **NO** – Sounds like you're no longer looking for deals so let me ask you this, "Do you know anyone who still is buying that you'd be willing to connect me with? And, will you be back in buy mode at any point in the future? We can re-connect then."

How many did you buy over the past year?

Did you buy single family homes, multi units or both? (Let them answer) And are you looking for more of the same over the next 6-12 months?

Do you have zip codes that you prefer to buy in?

Any areas of town that you avoid no matter how sweet the deal?

Are you primarily buying deals to hold, flip or do you do some of both?

What price points do you buy in?

Do you have a specific buying formula that you use or how do you run the numbers to know when you're looking at a deal or not?

Are you using private money, hard money, cash...how do you typically fund your deals?

If I brought you a killer deal that was scheduled to close in the next 48 hours, could you make that happen? I like to keep buyers who can close that quickly on a separate list since those scenarios happen from time to time.



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Is XXX-XXX-XXXX the best number to reach you at and do you prefer calls or texts when I have a deal that fits your criteria?

What's the best email to reach you at before we hang up?

Thank you again for your time and I look forward to speaking again soon when I have a deal that I think you'll be interested in.

Take Care"

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### **Remember...**

- Be confident.
- Be You.
- Always be thinking "What's In It For Them?" They're not a potential buyer for you...you're a potential source of great deals for them!

\*\*If you can hang on to those 3 things when talking to buyers, these conversations will go great.