

Absentee Owner Script

Hi can is speak with _____? Hi _____, this is Jeannette over at Keller Williams. I was calling you today about your property at _____.

I wanted to reach out to you because, as you may know.... The market in your area is in the process of a big change. Rather than seeing multiple offers on every home, we're starting to see inventory grow, have you noticed this new trend in the market?

WHY ARE YOU CALLING??

As a local market specialist, i'm able to spot trends before they are blasted on the news. With interest rates, taxes and inventories going up.... alot of homeowners are considering selling before the market starts to head in the wrong direction.

So I wanted to reach out to you and ask you..... with all of this going on, would you ever consider selling if the right offer came along.

If – "SURE DEPENDS ON PRICE"

- Of course, every investment has to have a proper return right?? And with that being said, was there a price you would consider to be an adequate return on investment?

If – No... Ok, I understand that. This is an investment property correct? Well, since you've obviously made some great investment decisions already. Would you like to increase your portfolio if I found you a great opportunity?

1. How long have you owned the property? (Really)
2. I'm curious, how did you happen to purchase an investment in this area? (Interesting)
3. If you ever were to sell when would that be? (Great)

(Only go forward if they say 3 months or less)

Did you realize it could take 1 to 3 month is this market to get a property sold ... did you know that?
(No) Excellent

Fortunately ... to get the property sold and closed ... all we need to do now ... is simply set an appointment ... so I can help you get what you want ... in the time you want ...won't that be great?
(Fantastic.)

(If out of town client over the phone listing appointment would be scheduled for after the prelisting package including CMA, Completed Net Sheet and Contract has arrived at their home)

4. Are you interested in purchasing any other investments properties in this area? (Terrific)