



Here Is My Main Seller Script – For Cash Deals

Hosted by: Joe McCall

Joe: Welcome. This is the Real Estate Investing Mastery podcast.

Hey, what's going on, guys, Joe McCall here from Partner With Joe and I got something cool for you. I'm going to give you a note to show you right here, my main seller script that I use for cash deals. And in another video, I'm going to show you the one I use for my lease option deals. This is super simple. And I'm going to show you how you can get this seller script for absolutely free, no strings attached. And if you want to learn how to do that, I want to invite you to join my Partner With Joe program, or just check it out, because if you go to PartnerWithJoe.net, that's a new program I just created. And on there, it's going to be a page. I'll show it to you in a second here, where you're going to opt in and it'll take you to a place where you can get a free offer calculator. And then in the welcome email that I send back to you. Well, there is one string attached, you've got to put in your email address. But in the email I send back to you, there will be the calculator, the cash offer calculator software that I have, and this script that I'm going to be giving to you right here, right now. Pretty cool.

So, listen, sales is the million dollar skill, OK? If you're not on the phone, you're not making money or if you're not calling or talking or texting sellers, you are not making money. So your money is made on the phone. And it's super simple. A lot of people get intimidated and overwhelmed, like, oh, man, do I have to talk to sellers? No, you don't have to, but it's going to help. You're going to do more deals. And I want to show you a real simple, effective way to talk to sellers. And again, you can get this script I'm going to share with you for free right here at PartnerWithJoe.net. I'm going to try to share my screen here and I believe this is it. Let me click here. Boom. All right. Can you see that? All right. Let me zoom in a little bit so you guys can see it all good. Like, there you go. This is a real simple script. And here's some notes. Remember, this is important. You are a deal finder, not a deal creator. I don't want you trying to turn a non-deal into a deal. You're not here to turn a lemon into lemonade. You're here to make offers. The number one rule in real estate is make offers, make offers, make offers. And to do that, you just got to talk to sellers. You're asking some simple questions. So remember, you can only do deals with motivated sellers and don't change anything with the script. Follow it to the letter. It's really simple and it's



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going to help you a lot. And when you're talking to sellers, try to stand up, walk around, smile. I like to wear headset, take some deep breaths, relax, have fun. In fact, I'm going to add that here, have fun with this. I know it's not exactly fun, but better you get at it. If you like money, that's fun. All right. Anyway, be confident. I'll try to be someone else. One of my favorite best coaches is Claude Diamond. Claude Diamond's a master at Sales. I learned a lot from him. You can find him on YouTube. But you know what? I tried to be Claude Diamond. It's embarrassing. I failed miserably, right? Only Claude is Claude. Don't try to be me. Don't try to be anybody else. Like Brent Daniels is an awesome dude who's got a lot of videos on YouTube, the top guy. But he's so high powered and energetic and just and that's not me at all, man. I'm just more chill, relax. So just be yourself, OK? Just be yourself. Be confident. Just be you. And here's the thing. You're only asking questions about their house and the seller's situation. You're not trying to sell something. You're just asking questions, OK? You're just asking questions. The seller should be the one selling you on why you should want to buy their house. You need to remove yourself from the outcome. It's just some simple notes that I put together. Here's my script. Follow this to the tee. OK? Hey, and this works really well, too, by the way. Not for cold calling necessarily, but when a seller is responding to your marketing. They've maybe visited your website, your Facebook ad. They saw a postcard or a letter. They got your text, they got your voicemail or something. This is what you're going to be talking to them and saying.

Hey, I was getting back to you about the house that you have available. Simple, right? Sounds like I caught you in the middle of something. Why do you do that? It's kind of hard to explain. But I learned this way back when I first got started, there's this thing called negative phrasing. And when you're talking to a seller who doesn't know who you are from Adam, when you say something in the negative, they're going to believe it the opposite. So if they don't know who you are, they tend to not believe anything that you say because they don't know who you are. So if you say something negative, they will agree with it in the positive. I don't know if that makes any sense or if it's even true, but it works. I'll say like sounds like I caught you at a bad time or sounds like a caught you in the middle of something. No, no, no, no, it's fine. OK, and people do that all the time.

So the next part of this is setting the agenda. This is real simple and this doesn't have to be exactly word for word. I know I said that a minute ago, but this is something like what I like to say.



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Hey, if it's OK with you, I just like to ask you some questions about the house. Just see if it's something that I'd be interested in. I'm looking to make an offer on a house in the area today. And again, after I ask you some questions, I'm going to do some research and I'll send you an offer. Is that OK? Something like that, to set the agenda. OK, now this is the most important part. Listening. Can you tell me a little bit about the property? Listen, take notes. Sounds like a nice property. Why would you even want to sell it? Why would you even consider selling it? Sound confused. Sounds like a nice home. You know, if it's a rental and they're renting, it sounds like a nice property, why would you want to sell it? Just keep it as a rental. OK, then the next one, when were you hoping to be able to sell the property? Why don't you just list it with a realtor. It's kind of this negative phrasing thing. I want them to find out, I want them to tell me like, well, you know what? I don't want to sell it with a realtor because it's going to take too long. I'll have to fix it up or I'm going to have to pay the commissions or I already tried selling with a realtor or it's like, yeah, you know what? I got plenty of time. I'm not in a rush. I don't need to sell it right away. I'm just going to try to sell it for sale by owner or I don't even want to sell it. Why are we talking today? I don't. So like, whatever it is, it's trying to get to really why they want to sell it and why don't they just live with the realtor so I'm not chasing them. This is pull versus push marketing, right? I'm not chasing them. I'm making them come to me. I'm not sounding like I'm desperate. I'm not chasing this. Listen, this is the truth here. The harder you chase the sellers, the faster they'll run. So I just phrase things in the negative. It sounds like the complete opposite of what you think you should do, but this works. All right. So what do you think the property's worth? How did you arrive at that number? Do you think that's a fair price for this crazy market? Now, this line always works, all right. And whether it's hot or cold or flat market, do you think that's a fair price? All right. Well, what kind of repairs is a property need? If you don't mind me asking, do you own the house free and clear or do you have a mortgage? All right, so there's a lot of different ways to ask this. I personally don't like asking them, how much do you owe on the house? I'd rather just ask, you know, soften it up a little bit. If you don't mind me asking, do you own the house free and clear or do you have a mortgage? I'm not asking how much they owe. I'm just asking if they have a free and clear. And then I can say something like, do you mind if I ask how much you owe on it? Or you can say, is the mortgage current? If they say, well, why do you need to know, then that usually means they're not super motivated. But I'm just saying we're going to have to know how much you owe to make sure that we're offering you at least what your



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mortgage balance is. OK, because you're going to find out anyway when you go to close on the property is the mortgage. If I can pay you all cash and close quickly and you didn't have any closing costs or had to pay any realtor commissions, what would be the best price that you would consider? OK, you want to be careful too, with you never want to be the one to come up with the first price. Now, there is a little way that I like to do this as well. If they say, oh, I don't know, you make the offer because sometimes sellers are smart and then they know also they don't want to be the first one to come up the price. And you don't want to be the first one to come up with a price. You're just going back and forth and you're getting nowhere. So sometimes what I say is and I'll have the property up on Zillow or something or Redfin and I can see what other similar properties are currently listed for or what other similar properties have sold for in the recent past nearby. And I'll say something like, well, you know what? I'm looking here and I see properties that are currently listed for sale, fifty to seventy five thousand range or who have sold recently for fifty to seventy five thousand dollars. Is that kind of where you're thinking? If they get mad, you can say, oh, you know what, I'm sorry, I'm sure your house is a lot nicer than that. But what price were you thinking up? Some kind of putting the number out there, but not telling them what I'd offer, just trying to get a feel for where they're at based on similar sold properties or similar properties that are listed in that neighborhood. All right. Oh, whatever they say, you say, man, jeez, disappointed. Is that the best you can do? Is that the best you can do? Sometimes what I've done to as I say, let's say they say I'll take one hundred thousand for it. I say, well, is that the best you can do? Shut up and listen. Just be quiet and say, well, I might be able to do ninety five. I say, well I don't know. What if I brought you a suitcase full of cash of like eighty five thousand dollars right now today. Are you telling me you would not take that. That's just another way to ask them if they would even lower their price some more. Guys, I'm telling you, it is shocking to me, just by asking these questions, how much you can get the seller to go down on their price. OK, I've seen sellers drop their price twenty to thirty percent just by asking this question two or three times. All right. So I'm not trying to make them an offer on the phone. Sometimes we put undue pressure on ourselves for trying to think like we have to come up with an offer on the phone. I just say, all right, well, let me confirm your address real quick here. And the best number to reach you. I'm going to do some research and I'll call you back with an offer. Is that OK? What's the best email address so I can send you a written offer. All right. And this is one question that I don't ask all the time, but I think it's helpful.



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Hey, one final question. I don't know if we can make the numbers working out again. I'm pulling away. I don't know if this will work for me or not or you. It's totally cool. But if we could come together and agree on the numbers, could we put a deal together today? Remember we said at the very beginning here, I'm looking to buy a house today. Here's the thing, guys. We're in business to make money today, not tomorrow, not yesterday. We're in business to make money today. And so I don't want to waste his time and I don't want the seller wasting my time. If they're not ready to do a deal today. Now, I'm still going to send them an offer. But this is telling me whether I need to drop everything and go on the appointment to meet the seller or send up a mobile notary to get the contract signed. If we can agree on the numbers, would you be willing to do a deal today? All right. I'm giving them permission now to say no. I don't want them to say I'm just going to think about it. That's like the kiss of death. That's the worst thing you could ever hear from a seller. All right. You want to ask are we going to do a deal today if we get the numbers? If not, why not? Do you have a wife that you need to review this with her husband, or is this part of a probate, an estate or what's going on? Why wouldn't they want to say yes or no today? So never send an offer to the seller if they're just going to say, yeah, let me review it and I'll think about it, OK. You say this probably is not for you, it's probably a bad time. That's OK. Why don't we just talk later? You should probably just list it with a realtor. You should probably just rent it out. Right. So having said that, I'll still send them an offer anyway, right? I always send an offer to every seller I talk to, but this is just a simple script. Try to use this word for word. Of course, you can get in there and change it and make it your own. But remember this. You are asking the questions. You're the one asking the questions. Don't let the seller be the one dominating and controlling the conversation by asking all the questions. If they're bringing up too many objections, then they're just not motivated. And you've lost control of the conversation. And how do you keep control of this conversation? You just ask questions. You ask lots of questions. I hope that's helpful.

If you want this little script, you can get it for free at PartnerWithJoe.net. Just go there. When you go there, let me just show you what what's going to happen. You're going to get to a page that looks like this. All right. And this is where you can get my free automated offer software and a little bit of training that I have. And I'm going to have this seller script I just showed you in there. So when you put in your email address and click here, you'll be taken to another page where I talk about the with program. That's just seven bucks a month. It's amazing. You can sign up for that. Also, if you go to your email, this thing is going to send you an email. At the bottom of that email, there will be a link to download



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