



TEXT & SOCIAL MEDIA SCRIPTS:

CONTACTING MOTIVATED SELLERS

USING TEXT AND SOCIAL MEDIA TO CONTACT MOTIVATED SELLERS

Making the connection with motivated homeowners is made easier than ever using digital connections like text and social media. The key to success is sending the right messages and making the most of social media to communicate with new and even potential leads.

IN THIS SECTION, WE'LL SHOW YOU HOW TO:

Reach out to potentially motivated homeowners using simple yet effective text messages that will get their attention and honor their time.

NOTE: I would like to add that there is no one rule on “How” to utilize text messages effectively. We are sharing best practices that have been found useful.

CONNECTING via TEXT

Many of the leads you'll find in your searches will have associated phone numbers attached to the property address. The numbers traced can be landlines or cell phones. This represents a golden opportunity for you to reach out to the owner to see if there is any consideration to sell their property. Text messaging can be an excellent way to prospect leads. It can also be frustrating if done incorrectly.

THE THREE KEYS AN EFFECTIVE TEXT

The Intro > The Purpose > The Call to Action

THE INTRODUCTION

Without a good introduction, you risk “DELETE” before you can state your business. You wouldn't walk up to a stranger on the street and start shaking their hand without an introduction and the same holds true when you reach out to sellers via text.

THE PURPOSE

Your first text is essentially like a cold call, so it's important to be cordial, concise and consistent. State your business right away. If people do not recognize the name or number and where it comes from the first question in their mind is who is this? Next, Why are they texting me? Is this important? How long will this take? Honor those thoughts.

THE CALL TO ACTION

Encourage your prospect to take action. Tell them “what to do next.” Be polite but stern. Without a good call to action, your message is likely to be ignored. Include a live link to a Facebook Business page or website.

TEXT #1a

“Hi! This is [NAME] with ABC Property Company. The reason for my text is I came across “property address” and found this number may be associated with it. IS this true?

TEXT #1b**If YES**

“I’d be curious have you ever considered selling?”

IF NO

“Oh, do you know the owner?”

DO NOT SEND this text out UNLESS YOU’VE had zero responses, or they say NOT INTERESTED.

TEXT #2

“Reach me anytime at this number or visit my website at xyzhomebuyers.com”

SAMPLE TEXT SCRIPTS

VACANT PROPERTY OWNER TEXT SCRIPT

“Hi. This Drew Smith with XYZ HomeBuyers. We BUY houses in the (insert city) area. I’m hoping to purchase a home in your area soon. If you or someone you know is looking for someone to buy their property, I hope you’ll contact me. Even if it’s vacant or needs repairs, you can reach me anytime at xxx-xxx-xxxx or visit my website at xyzhomebuyers.com

PRE-FORECLOSURE OWNER TEXT SCRIPT

“Hi. This Drew Smith with XYZ HomeBuyers. We BUY houses. If you or someone you know is looking for someone to buy their property, please contact me directly. It doesn’t matter if the property needs repairs, is in foreclosure or any other situation. I’m hoping to purchase a home in your area in the next 30 days or so. Reach me anytime at xxx-xxx-xxxx or visit my website at xyzhomebuyers.com

EXPIRED MLS LISTING TEXT SCRIPT

“Hi. This Drew Smith with XYZ HomeBuyers. We BUY houses. We pay cash and we close quickly. If you or someone you know has a house they would like sell quickly, I hope you’ll contact me directly. We can make an offer and close sometimes in as little as 10 days. Reach me anytime at xxx-xxx-xxxx or visit my website at xyzhomebuyers.com

ESTATE PROPERTY TEXT SCRIPT

“Hi. This Drew Smith with XYZ HomeBuyers. We BUY houses in the (insert city) area. No matter the situation or the condition of the home, if you would like to sell, we will consider buying. We can work with your timeline and your unique situation. If you or someone you know is looking for someone to buy their property, I hope you’ll contact me. Reach me anytime at xxx-xxx-xxxx or visit my website at xyzhomebuyers.com

FOR SALE BY OWNER TEXT SCRIPT

“Hi. This Drew Smith with XYZ HomeBuyers. If you or someone you know is looking for someone to buy their property, I hope you’ll contact me. We BUY houses and will walk you through the entire process. We’re not tire kickers or looky-loos. We are serious buyers who can make you an offer and close sometimes in as little as 10 days. Reach me anytime at xxx-xxx-xxxx or visit my website at xyzhomebuyers.com

CONNECT USING SOCIAL MEDIA

Social media can be a very effective way to reach potential leads, plus you can attract new leads. The rules and the scripts for using text apply for social media, too. There are some key differences, but you can still use the same scripts across any number of different social media outlets.

GATEKEEPING

Social media users are afforded the opportunity to use a variety of privacy settings. For example, a Facebook business page CANNOT reach out to individuals and private message them. But a personal Facebook page can direct message. This means you can use your PERSONAL page to reach out to motivated seller leads found in your leads. This doesn’t mean you shouldn’t have a business page - it simply means that your initial contact needs to come from a personal page.

THE KEY MESSAGES

Once you have decided to which social media outlet to use, it’s simply a matter of sending an effective message. Remember, you are unknown to your potential seller so it’s important follow the same rules we outlined for using text messages.

The Intro > The Purpose > The Call to Action

Make an introduction State
your business

Give them a next step - or call to action.

SAMPLE DIRECT MESSAGE

Hello [seller's name]. My name is [your name] and I am looking for homes to BUY in and around [your town]. If you or someone you know would like to sell a house without the usual hassles, contact me. We BUY houses. You'll find out more at [website or Facebook business page] or please feel free to respond directly or call me at XXX-XXX-XXXX. Best Regards - [your name]

You may want to only offer ONE WAY for someone to reach you. Choose the method that will get you the most direct contact with your potential seller and one that allows you to engage and excite the seller about working with you.

MORE SAMPLE MESSAGES

You may not get a response on your first outreach. Consider sending subsequent messages that educate and encourage your potentials sellers to connect with you.

THERE ARE SEVERAL EFFECTIVE APPROACHES... YOU CAN TRY:

Ask a Question

Convey Urgency

Pose a Solution ASK A QUESTION

“Hello [seller's name]. My name is [your name] of [your business name]. Do you know someone who wants to sell their house? We BUY houses in and around [your town] and save home sellers time, money and hassles. To find out more, contact me at [include your preferred contact information].”

CONVEY URGENCY

“Hi [seller’s name]. This is [your name] with [your business name]. We are looking for at least three homes to BUY in the next 30 days. Do you have a house you would like to sell quickly and easily?

If so, contact us today! In most cases, we can make you an offer in 3 days. If you prefer, you can respond here or call me at XXX-XXX-XXXX.”

POSE A SOLUTION

“Hi [seller’s name]. I’m [your name] with [your business name]. We BUY houses and save the seller time, money and all of the hassles of selling with a real estate agent. If you or someone you know has a house they need to sell asis, without the hassles and delays of selling with an agent, contact us today. Simply respond here or reach me at [your preferred method of contact].”

WHAT IF THEY DON’T WANT TO SELL?

When the owner isn’t ready to sell, it doesn’t mean they never want to sell.

You’re well served to follow up with contacts. When a prospect is really good...but the timing isn’t right, stay in touch. Add value in your prospects eyes with every follow up - demonstrate your credibility, interest and availability to work with them.