

# Distressed Properties Scripts

**General Script for Initial Outreach (Door Knocking, Cold Calling, Texting, etc.)**

**Goal:** Get the homeowner to engage in a conversation and connect them with the closing specialist for a solution.

## **1. Cold Call / Door Knock Script**

### **Introduction:**

*“Hi [Homeowner’s Name], my name is [Your Name], and I work with a local team that helps homeowners in challenging situations. I came across your property and wanted to see if you could use some assistance.”*

**(Pause & Let Them Respond)**

### **If they say YES / ASK QUESTIONS:**

*“I understand every situation is unique, and I’d love to connect you with my specialist, who can walk you through your options at no cost or obligation. When would be a good time for a quick conversation?”*

### **If they say NO / NOT INTERESTED:**

*“I completely understand. Just so you know, we help homeowners with things like stopping foreclosure, resolving tax issues, or selling without repairs. If things ever change, I’d love to be a resource for you. Would it be okay if I followed up in a few weeks?”*

**(If they say yes, schedule a follow-up.)**

## **2. Text Message**

### **First Message:**

*“Hi [Homeowner’s Name], this is [Your Name]. I work with a local team that helps homeowners in challenging situations like foreclosure, tax liens, or unwanted properties. I wanted to see if you could use any assistance—no pressure, just options. Let me know if you’d be open to a quick chat!”*

### **✓ If They Respond Positively:**

*“I appreciate you getting back to me! My specialist is great at helping homeowners navigate these situations. When would be a good time for a quick call?”*

### **✗ If They Say No:**

*“Totally understand. If anything changes or you have questions down the road, I’m happy to be a resource. Feel free to save my number!”*

## **3. Voicemail Script**

*“Hi [Homeowner’s Name], this is [Your Name]. I work with a local team that helps homeowners in situations like foreclosure, tax issues, and property problems. I wanted to see if you could use any assistance. Give me a call back at [Your Number], and we can explore some options for you. No pressure—just here to help!”*

## 2. Email template

**Subject: Offering Assistance with Your Property**

Hi [Homeowner's Name],

*I hope this message finds you well. My name is [Your Name], and I am part of a dedicated local team that assists homeowners facing challenging situations such as foreclosure, tax liens, or unwanted properties.*

*We understand that these circumstances can be stressful, and we are here to offer support and explore potential solutions with you—no pressure, just options. If you are open to a quick chat, please let me know at your earliest convenience.*

*For more information about our services, you can visit our website [here](#).*

*Thank you for your time, and I look forward to hearing from you.*

Best regards,

[Your Name]

[Your Contact Information]

### Key Takeaways:



- ✓ Keep it **simple, warm, and non-salesy**
- ✓ Focus on **helping**, not just buying their home
- ✓ Get them to agree to **speak with the closing specialist**
- ✓ Always **follow up** if they don't respond