

Role-Play Training Script for Handling Distressed Property Owners

Goal: Train your team to confidently handle conversations and objections while guiding homeowners toward a call with the closing specialist.

Scenario 1: Pre-Foreclosure Homeowner

Agent: *“Hi [Homeowner’s Name], my name is [Your Name], and I work with a local team that helps homeowners who are facing financial challenges. I came across some public records that show your property may be in pre-foreclosure, and I wanted to reach out to see if you’re aware of your options before things move forward. Do you have a moment to chat?”*

Possible Objection: *“I’m not interested.”*

Agent Response: *“I completely understand. Many homeowners feel that way at first, but once they learn about solutions that can stop foreclosure and protect their equity, they’re glad they explored their options. Would you be open to a quick, no-obligation chat with my specialist?”*

Follow-Up: *“Even if you decide not to move forward, at least you’ll have all the information to make the best decision for you. Would tomorrow or later this week work for a quick call?”*

Scenario 2: Probate & Inherited Property

Agent: *“Hi [Homeowner’s Name], I’m reaching out because I saw that you may have recently inherited a property. I know this can be an overwhelming process, and I wanted to offer some support. We specialize in helping families navigate probate, estate sales, and selling inherited homes without the hassle. Would you be open to a quick conversation about your options?”*

Possible Objection: *“We’re not ready to do anything yet.”*

Agent Response: *“That makes sense—these things take time. If you’d like, I can provide some resources to help you when you’re ready. Would it be okay if I checked in with you in a few weeks to see if you have any questions?”*

Follow-Up: *“Also, if you’d like, I can connect you with my specialist for a quick, no-pressure conversation to explore your best options now or in the future. Would that be helpful?”*

Scenario 3: Tired Landlord with Bad Tenants

Agent: *“Hi [Landlord’s Name], I work with property owners who are dealing with difficult tenants, high maintenance costs, or rental properties that just aren’t performing well. I wanted to see if you’ve considered selling or if you’d like to explore some hassle-free options that could put more money in your pocket.”*

Possible Objection: *“I’m not sure if I want to sell yet.”*

Agent Response: *“I totally get that. Many landlords we work with aren’t sure either, but once they see how much they could walk away with, they realize it’s worth considering. My specialist can break down some numbers for you—would you be open to a quick conversation?”*

Follow-Up: *“Even if you decide to keep the property, at least you’ll know your options. Would a quick call tomorrow or later this week work for you?”*

Scenario 4: Homeowner with Code Violations & Repairs Needed

Agent: *“Hi [Homeowner’s Name], I noticed your property may have some code violations or maintenance issues that could be costly to fix. I work with a team that helps homeowners sell their properties as-is, without needing to make repairs or deal with the city. Would you be open to discussing a few solutions?”*

Possible Objection: *“I don’t want to deal with an investor.”*

Agent Response: *“I completely understand, and I’m not here to pressure you. Unlike some investors, we focus on finding ethical, win-win solutions that make sense for homeowners. My specialist can walk you through options and answer any questions—would you be open to a quick chat?”*

Follow-Up: *“Even if you don’t move forward, you’ll at least know what’s available. Would you be open to a short call later this week?”*

Scenario 5: Fire-Damaged or Vacant Homeowner

Agent: *“Hi [Homeowner’s Name], I came across your property and noticed it may have been vacant or possibly fire-damaged. I know dealing with a property like that can be overwhelming, and I wanted to see if you’ve considered selling or if you need assistance navigating your options.”*

Possible Objection: *“I’m not sure what to do yet.”*

Agent Response: *“I completely understand. A lot of homeowners in this situation aren’t sure where to start, which is why we offer free consultations to walk through your best options. My specialist is great at helping people in similar situations—would you be open to a quick call?”*

Follow-Up: *“There’s no obligation at all, but this could help you decide the best path forward. Would tomorrow or later this week work for you?”*

Final Training Tips:

Practice with a partner – Take turns being the agent and the homeowner.

Master the pauses – Let the homeowner respond naturally before jumping in.

Use a confident but friendly tone – Sound like a helpful expert, not a salesperson.

Always end with a next step – Schedule a call, send information, or follow up later.