

Tired Landlords: Seller Script

Alright, here's a short and simple seller script tailored for a "tired landlord" situation, aiming for a quick cash offer:

You: "Hello, my name is [Your Name], and I'm calling about the property at [Property Address]. I understand you've been managing it for some time. How's that been going?"

(Listen to their response. They'll likely express frustration):

You: "I hear you. Managing properties can be a real headache. I'm a local investor, and I specialize in buying properties like yours for cash. It's a way to get out from under the stress and move on. Would you be open to a cash offer?"

(If they say "yes" or express interest):

You: "Great. To get you a fair offer, could you tell me a little about the property? Are there any major repairs needed? And are there any current tenant issues?"

(After getting basic info):

You: "Okay, based on what you've told me, I can offer you [Offer Amount] in cash. We can close quickly, usually within a few weeks, and I'll handle all the paperwork, including any tenant issues if needed. This would eliminate all the stress of being a landlord. Does that sound like it might be a solution for you?"

(If they hesitate):

You: "I understand you might need time to think it over. This offer is good for [Timeframe]. It's a chance to walk away from the day-to-day hassles and free up your time. What concerns do you have?"

(If they say "no"):

You: "Okay, I appreciate your time. If anything changes, or if you decide you're ready to move on, please don't hesitate to call. Have a good day."

Key Points to Remember:

- **Empathy is Key:** Acknowledge their frustration and show you understand.
- **Highlight Stress Relief:** Emphasize the ease and relief of a cash sale.
- **Address Tenant Issues:** If applicable, offer to handle those problems.
- **Keep it Brief and Direct:** Tired landlords want solutions, not lengthy conversations.
- **Be Prepared to Listen:** Let them vent and address their concerns.

Offer Formula for Tired Landlords

$ARV \times 65\% - \text{Repairs} - \text{Wholesale Fee (Profit)} = MAO$

Reminder: With a tired landlord you need to be able to understand what the current tenant is paying for rent and if they are an annual renter or month to month renter. You will also need to provide to your end buyer the estimated rent the landlord is currently charging and if the property can be delivered vacant.