

RWA Phone Script

Basic Phone Intro From Lead Received Over The Internet

Hey this is Greg, I just received your request for the Secret List of Unlisted Homes? (Slight pause)

As you can imagine, these things come up every day but many of them are gone within an hour or two. Tell me a little bit about what kind of home you are looking for... Do you have a certain price range or area of town here in Columbus?

(Client will give specs as to area and price range)

Yes, that's a very popular price range here. We've got what we call our "Buyers In Waiting" program where once we know what area and price range they are looking at, we can make you the absolute first person to find out about homes that match your criteria. These are generally unlisted homes, pre-foreclosures or bank owned properties that are liquidated at low prices prior to being listed with an agent or placed on the online search engines. Of course they are only available to RWA Buyers. Are you an RWA Buyer yet?

What is that?

That is basically an industry term used by these sellers meaning that you are a Ready Willing and Able Buyer. Essentially you have to get elevated to RWA status to be able to view the unlisted or best valued deals. Otherwise, you are stuck looking at all of the overpriced crap online. It's free of charge to become an RWA buyer and it gets you access to the best deals available to an exclusive few here in the Columbus area. Essentially, it gives you the same priority houses that investors and professional home buyers are getting all over the city here.

Can't you just email me the homes?

No these properties aren't online. And generally they are gone within a matter of hours. As we acquire access to the homes matching your criteria, we'd give you an immediate call regardless of time of day so that you are the first to know about it, and like I said, it's free of charge. I actually have X properties available right now matching your criteria here and I'd be happy to drop them off as well as get you moved up to RWA status if you'd like to know about the best deals here in the Columbus area before you have to fight with the other buyers for them?