

The Voice Script — What to Say on the Call

No blanks to fill in. This is the word-for-word script for calling the brokers and agents Prompt 2 finds you. Print it, keep it next to the phone.

THE SCRIPT

Use this after the AI builds your call list. You are not cold-calling strangers. You are calling the exact people the prompt just found for you. They want to talk to you because their job is to sell properties and you're an interested party.

1. When you call a brokerage, ask for the person who specializes in multifamily properties: They will connect you to that person or that person might answer the call. Whatever the case, introduce yourself and tell them I'm looking to acquire multifamily properties, specifically 2-4 units, are you the right person to help me?
2. If so, tell them your price range and if this is an investment property or you're planning to live in one of the units. Do they currently have any listings that meet my criteria?
3. If yes, ask them if they can email you the books and records. (That's information about rents, expenses, cap rate, cash flow, etc.) They will verbally give you the numbers. Thank them, but tell them you want to run the numbers through your analysis program. Tell them you'll get back with them in a few days. Don't forget to make this call. You're building a relationship not only for this deal but future ones.
4. If no, ask them to keep you informed if anything comes up that matches your requirements. Give them your contact info and ask if it's okay to check back in a few weeks. Again, do so. It's building a relationship and if something does come up they will call you with the opportunity.

END OF SCRIPT

To do:

1. Run the numbers through the full underwriting workbook at adjcommercial.com (\$47 one-time).
2. If it's a deal you want to pursue, call a mortgage broker. Give them the presentation sheet from the analysis you did and get qualified.
3. Then get back to the agent and let them know what you decided.
4. If the deal looks good, set up a tour.
5. If not, tell them why you're not going to do the deal (this is very important) because it gives the agent more information about presenting other opportunities to you.
6. Call a few other agents in different companies. Use the same talking script. You'll multiply your chances of getting a deal.