SCRIPT LIBRARY · 40 PAGES

The Cold Call Script Book.

40 seller-call scripts by lead source — plus every objection response, voicemail template, and follow-up sequence. Keep it open on a second monitor while you dial.

Published August 2026 · By Tracy Perrin · iSpeedToClose

HOW TO USE THIS BOOK

40 scripts. One dialing session. Every objection covered.

This isn't a book to read cover-to-cover. It's a reference deck. Bookmark the section for whatever list you're dialing today — absentee owners, probate, tired landlords, driving-for-dollars, code violations, pre-foreclosure, FSBO/expired, or re-engagement — and keep it open while you dial.

Every script is built the same way: a 3-line opener, a qualification pivot, and the 2–3 most common objections you'll hear on that call type with response scripts you can steal verbatim.

What these scripts are NOT: magic words. There are no magic words. Sellers accept offers because the offer is fair and the timing is right — not because of your closing line. Scripts remove awkwardness so you can focus on **listening**. That's the actual skill.

Read all 40 once. Highlight the 5 that feel most natural in your voice. Use those on your next 100 calls. Then rotate in more.

— Tracy

WHAT'S INSIDE

8 lead sources. 40 scripts. Full objection trees.

CHAPTER 1

The 4-part cold call framework

Every script in this book follows the same 4-part shape. Learn the shape once, then everything else is variation.

Part 1 — The Grace Opener (0–15 seconds)

Purpose: get past the "who is this?" reflex. Lead with the property, offer a graceful out, mention their name. Every good opener does all three in one sentence.

Part 2 — The Qualifier (2–5 minutes)

Four questions in this order: (1) how long have you owned it, (2) what shape is it in, (3) what would you need to walk away, (4) if we made a fair offer, how quickly could you close. These four surface equity, condition, price expectations, and urgency.

Part 3 — The Handle (0–3 minutes)

The objection they raise before you get a chance to make an offer. See Chapter 10 of this book + *The 25 Seller Objections Playbook* for full response trees.

Part 4 — The Close-or-Followup

Either propose a walkthrough (in-person or video) within 48 hours, OR schedule a callback for 3–4 weeks. The mistake most beginners make: they don't ask for the next step. 30% of eventual deals come from the follow-up call.

Now — the 40 scripts.

CHAPTER 2

Absentee owner scripts

Landlords whose mailing address is different from the property. Highest-volume list, most-dialed list, tightest response window.

SCRIPT 01

The Basic Landlord Opener

"Hi Mr. Johnson? This is [NAME] with [COMPANY]. I'm calling about your property at [ADDRESS] — I noticed you don't live there, so I wanted to see if you'd ever consider selling it. Have I caught you at an okay time?"

If they push back:

→ **"I'm not selling."**

"Totally understand — mind if I ask a quick question anyway? If someone made you a strong-enough cash offer, what would that number look like?"

→ **"Who gave you my number?"**

"It's public record from the county — your mailing address is different from the property, so I know it's a rental. I only call landlords, never renters."

SCRIPT 02

The Tired-Landlord Angle

"Hey [NAME]? Quick call about the property at [ADDRESS]. I work with landlords who've had enough of the calls, tenants, and repairs. If that ever sounds like you — even just curious — I make cash offers on rentals as-is. Would you be open to hearing a number?"

If they push back:

→ **"The tenants are fine."**

"That's great. If they ever aren't — or you just want to be done with the whole thing — I keep a running list. Can I text you my info?"

→ **"What kind of number are we talking?"**

"Depends on condition. Usually 65–75% of market. I'd need to see it to get you a real number."

SCRIPT 03

The Portfolio-Trim Angle

"Hi [NAME], calling about your rental at [ADDRESS]. I buy from landlords who are ready to trim a property or two out of their portfolio for cash. Any properties you've been thinking about letting go?"

If they push back:

→ **"I might sell one but not that one."**

"Perfect — which one? I'll take a look and get back to you with a number by Friday."

→ **"How do you have my number?"**

"County records. I only reach out to owners, never tenants."

SCRIPT 04

The Vacancy Trigger

"Hi Mr./Ms. [NAME], I noticed the property at [ADDRESS] might be vacant right now. If you're between tenants and considering selling instead of finding another one, I make same-week cash offers. Want to hear a number?"

If they push back:

→ **"It's not vacant."**

"Got it — my bad. If it ever is, or you want to stop being a landlord, I'll leave you my number."

→ **"How much?"**

"Depends on the condition — but I'd start in the [RANGE] area based on the block."

SCRIPT 05

The 30-Second Referral Ask

"Hi [NAME], calling about your rental at [ADDRESS]. Long shot — I know you probably aren't selling. But if you know any other landlords who might be ready to sell, I pay $500 for a referral that closes. Anyone come to mind?"

If they push back:

→ **"I don't know anyone."**

"No problem. If you change your mind about yours, or hear from someone at the meetup, my number's [NUMBER]."

→ **"What kind of properties?"**

"Anywhere in [YOUR ZIP CODES], any condition, cash close in 14 days."

CHAPTER 3

Probate scripts

Sensitive. Someone died. Lead with acknowledgment, never with your offer. If your first sentence sounds sales-y, you've already lost.

SCRIPT 06

The Sympathetic Opener

"Hi, is this [NAME]? My name's [YOUR NAME] — I saw the notice of probate for a property at [ADDRESS]. First, I'm sorry for your loss. When you and the family are ready, I help people sell inherited houses without having to fix them up or list them. I'm not calling to pressure you — just wanted to introduce myself. Would it be okay to check back in a few weeks?"

If they push back:

→ **"We're not selling."**

"Totally understand — I don't want to intrude. Would it be okay if I mailed you my info in case anything changes?"

→ **"We're going to list with an agent."**

"Absolutely, that's often the right move. If the house needs work or the family just wants speed over top-dollar, I'm happy to give a comparison number so you know what all your options look like."

SCRIPT 07

The 6-Week Follow-Up

"Hi [NAME], this is [NAME] again — we spoke a few weeks back about the property at [ADDRESS]. Just wanted to check in to see where the family landed on next steps. No pressure at all."

If they push back:

→ **"Still figuring it out."**

"Understood. Is there a specific hurdle — clearing out belongings, sibling coordination, paperwork? Sometimes I can help with those, even if you don't sell to me."

→ **"We decided to keep it."**

"Great — happy to hear the family's settled. My number's here if anything changes."

SCRIPT 08

The Clean-Out Offer

"Hi [NAME], I know you're dealing with a lot with the house at [ADDRESS]. One thing that stops a lot of families from moving forward is dealing with the belongings. If we made a fair cash offer, we take the house AS-IS — you don't have to clean out a thing. Would that be helpful to know your options?"

If they push back:

→ **"We haven't sorted through anything."**

"That's the whole idea — you don't have to. Take what matters to you and leave the rest. We handle it."

→ **"Not right now."**

"No problem — the offer stands whenever you're ready."

SCRIPT 09

The Attorney-Referred Frame

"Hi [NAME], I work with families going through probate. I don't need to know the details — I just wanted to see if it'd be helpful to know what a cash offer on the property at [ADDRESS] might look like, so the estate has a number to consider alongside a traditional listing."

If they push back:

→ **"The attorney is handling it."**

"Perfect — I'm happy to send a written offer directly to their office so it's part of the file."

→ **"How does that even work?"**

"You sign a contract, we close at a title company, funds are wired to the estate. Whole thing takes 14–21 days."

SCRIPT 10

The Sibling-Divided Angle

"Hi [NAME], I know sometimes when a house is inherited, the family has different ideas about what to do with it. Would it help to have a cash-offer number on the property to bring to the group so everyone's looking at the same option?"

If they push back:

→ **"We can't agree."**

"That's really common — a cash offer often becomes the deciding factor because it gives everyone their share immediately. Want me to send a written number to look at?"

→ **"Fine, what would you offer?"**

"I'd need to see the property first, but I can be there this weekend and have a number to you Monday."

CHAPTER 4

Tired landlord scripts

These are absentee owners with a specific pain — bad tenants, deferred maintenance, or 10+ years of ownership. Lead with empathy for the pain, not the property.

SCRIPT 11

The Bad-Tenant Angle

"Hi [NAME], I noticed you own the rental at [ADDRESS]. Bit of a strange question — but if you're dealing with any tenant headaches or the property's just not fun anymore, I make cash offers and take the property with the tenants in place. You don't have to evict, don't have to clean, don't have to fix a thing."

If they push back:

→ **"The tenants are okay."**

"Got it — but if it ever changes, keep my info. I close fast when the timing's right."

→ **"How does that work with tenants?"**

"Contracts allow me to buy occupied. I honor the current lease and handle it from there."

SCRIPT 12

The Repair-Fatigue Frame

"Hi [NAME], calling about the property at [ADDRESS]. I work with landlords who've been putting money into repairs and are ready to just be done. If you've spent more than a few thousand on that place in the last year, I'd love to make you a cash offer so you can stop the bleeding."

If they push back:

→ **"It's not that bad."**

"Fair enough — but if the next big repair pushes you over the edge, my number's here."

→ **"What kind of number?"**

"Usually 65–72% of ARV once I see the condition."

SCRIPT 13

The 15-Year Owner Angle

"Hi [NAME], noticed you've owned the rental at [ADDRESS] for over 15 years. That's a long run — congrats. If you've ever thought about cashing out the equity and being done with landlording, I make same-week cash offers. Would you be open to a number?"

If they push back:

→ **"I'm not ready to sell yet."**

"No problem — when you are, I want to be on the list. Can I send you my info?"

→ **"I'll list it with an agent."**

"Absolutely — cash offers are usually 5–10% below retail but you skip the 6% commission and 60 days of showings. If speed matters, we compete. If top dollar matters, list."

SCRIPT 14

The Out-of-State Angle

"Hi [NAME], I saw your mailing address is out of state and you own [ADDRESS] here in [CITY]. Managing rentals long-distance is exhausting. If you'd ever consider selling instead of dealing with property managers and long-distance repairs, I make cash offers on your timeline."

If they push back:

→ **"I have a good property manager."**

"Great — until you don't. When they leave or raise fees, keep my number handy."

→ **"What's your area?"**

"Anywhere in [YOUR TARGET COUNTIES], any condition, cash close in 14–21 days."

SCRIPT 15

The Rate-Increase Trigger

"Hi [NAME], with property tax and insurance going up so much lately, I've been reaching out to landlords who might be reconsidering the cash-flow math. If the numbers aren't working the way they used to on [ADDRESS], I make cash offers as-is."

If they push back:

→ **"The numbers are fine."**

"Fair — but if a big repair or another tax hike changes that, my number's here."

→ **"Give me a number."**

"I'd need to see the property, but I'd start conversations in the [RANGE] area."

CHAPTER 5

FSBO & expired listing scripts

These sellers ARE trying to sell — they're just doing it themselves or their listing didn't work. Different psychology. Lead with acknowledgment that they're already committed.

SCRIPT 16

The FSBO Cash-Offer Frame

"Hi [NAME], I saw your listing at [ADDRESS]. I'm not an agent — I'm an investor. Would you be open to a cash offer if the number worked? Might save you the 60 days of showings and inspection headaches."

If they push back:

→ **"I want retail price."**

"Totally get it. Cash offers usually come in 10–15% below retail. If you'd rather wait for retail, I'll leave you alone. If speed matters more than the last dollar, I'd love to talk."

→ **"I already turned down a lowball."**

"That was probably a fair investor — the number just felt low. I make written offers with a walkthrough. If mine's not right, no hard feelings."

SCRIPT 17

The Expired Listing Approach

"Hi [NAME], I noticed your listing at [ADDRESS] came off the market. Not sure if you're re-listing or done with it — but if you'd like a cash offer as an option to consider alongside another listing, I'd love to give you one."

If they push back:

→ **"I'm relisting with a new agent."**

"Good luck — hopefully it moves this round. If it doesn't in 60 days, remember I'm here."

→ **"Why didn't it sell before?"**

"Usually one of three reasons: price too high, showings too limited, or condition scares buyers. Cash offers don't care about condition and don't need showings."

SCRIPT 18

The Repair-Frustration Angle

"Hi [NAME], I saw your FSBO at [ADDRESS]. Quick question — has anyone come through and started asking for repairs or inspection concessions? If that's been frustrating, cash offers skip all of that. Would you like to hear a number?"

If they push back:

→ **"I priced it AS-IS."**

"Buyers still ask. Cash offers don't ask."

→ **"How much off retail?"**

"Usually 10–15%. Sometimes more for major repairs, less for cosmetic."

SCRIPT 19

The Days-on-Market Angle

"Hi [NAME], I noticed [ADDRESS] has been on the market for a while. Sometimes that's price, sometimes it's the buyer pool. If you're open to a fast cash offer as a backup to your listing, I'm happy to make one — you can always take the higher offer."

If they push back:

→ **"My agent said just be patient."**

"Sound advice. Cash offers work as a floor — if nothing hits, you have a Plan B."

→ **"What would you offer?"**

"I'd need 10 minutes at the property first. Are you doing showings this weekend?"

SCRIPT 20

The FSBO Fatigue Frame

"Hi [NAME], I saw you're selling [ADDRESS] yourself. Bold move — I respect it. If the showings, calls, and lookyloos are wearing on you and you'd rather just be done, cash offer, 14-day close, no inspection contingency. Would that be worth a conversation?"

If they push back:

→ **"I'm doing fine."**

"Great — save my number for the week you're over it."

→ **"Give me a number now."**

"I'd rather see it — I don't lowball on sight-unseen and I don't want to over-promise. This weekend?"

CHAPTER 6

Code violation & distressed property scripts

Owners with fines, condemned properties, hoarder situations, or major deferred maintenance. Extremely motivated but also extremely embarrassed. Lead with dignity.

SCRIPT 21

The Code-Notice Angle

"Hi [NAME], calling about the property at [ADDRESS]. I saw there's an open code enforcement notice on it. I make cash offers on properties in any condition — you don't fix anything, you don't clean anything. Would that be helpful to know as an option?"

If they push back:

→ **"It's just a small fine."**

"Even small fines add up. If you'd rather cash out than fix and hope, my number's here."

→ **"How much would you offer?"**

"For a property with code issues, usually 50–65% of ARV — but you avoid the fines and the repair bill."

SCRIPT 22

The Hoarder-Situation Angle

"Hi [NAME], I know sometimes properties accumulate more than we planned over the years. I make cash offers where you don't have to remove a single thing — take what matters to you and I handle everything else. Would you be open to hearing what that looks like?"

If they push back:

→ **"It's too embarrassing to show."**

"I've seen it all — no judgment. I make offers based on square footage and bones, not what's inside."

→ **"I have to sort through everything first."**

"You really don't — you just take what you want and leave. It's the whole point of a cash-as-is offer."

SCRIPT 23

The Fire/Water Damage Frame

"Hi [NAME], I heard the property at [ADDRESS] had some damage recently. I know insurance can be a mess. I make cash offers on damaged properties — you don't have to negotiate with adjusters or contractors, you just get a check."

If they push back:

→ **"Insurance is going to cover it."**

"Sometimes it does, sometimes it doesn't. If insurance falls through or the repair estimates come back rough, keep my info."

→ **"How much less because of damage?"**

"Depends on the damage — but I only reduce for real cost-to-cure, not general risk."

SCRIPT 24

The Foundation-Issue Angle

"Hi [NAME], noticed the property at [ADDRESS] might have some structural issues. Retail buyers panic at foundation problems — cash investors like me don't. Would you like a number that assumes the worst about repairs, so you don't have to negotiate over them?"

If they push back:

→ **"Do you know how bad it is?"**

"Not exactly — but I'll give a range based on typical foundation costs in this area. If your damage is less, my offer will surprise you."

→ **"I'll just fix it and sell retail."**

"That's an option — if you have $20–40K for a foundation and the patience for a 60-day sale. If not, my number's here."

SCRIPT 25

The Boarded-Property Angle

"Hi [NAME], I saw the property at [ADDRESS] is currently boarded. If it's been sitting for a while and the taxes/insurance are becoming a burden, I make cash offers same-week. Would that be worth a conversation?"

If they push back:

→ **"I'm going to renovate it eventually."**

"Fair enough — but if 'eventually' turns into another year of holding costs, my number's here."

→ **"Give me a number."**

"I need 15 minutes at the property first — even boarded, I can see enough. Any chance this week?"

CHAPTER 7

Pre-foreclosure scripts

Extremely time-sensitive. Extremely emotional. NEVER open with the foreclosure — they'll hang up. Open with the property. Get to the pain gently.

SCRIPT 26

The Time-Sensitive Opener

"Hi [NAME]? This is [NAME] with [COMPANY]. I'm reaching out about the property at [ADDRESS] — I work with homeowners who need to sell quickly, sometimes on their timeline, sometimes on the bank's. Wanted to see if a cash offer might be useful information for you right now."

If they push back:

→ **"How did you get my number?"**

"It's public record. I contact owners quietly, never neighbors or family."

→ **"I'm working with the bank on a modification."**

"Great — I hope it works out. If it doesn't, having a cash offer already in hand gives you options. No obligation."

SCRIPT 27

The Save-Your-Credit Frame

"Hi [NAME], the reason I'm calling is that sometimes when the timeline gets tight, selling for cash before foreclosure keeps the bank from taking it and preserves your credit for the next 5–7 years. Would it be worth a 10-minute call to see what that might look like?"

If they push back:

→ **"I don't want to sell."**

"I understand. But if it comes to that, having a Plan B already lined up is the difference between selling and being foreclosed. No pressure."

→ **"How fast can you close?"**

"As fast as your title company can process it. Sometimes 10 days."

SCRIPT 28

The Loan-Modification Backup Angle

"Hi [NAME], I know this is a tough time. I'm not here to pressure you. I just want you to know cash-offer options exist if the loan modification doesn't come through. Can I send you my info to keep on hand, just in case?"

If they push back:

→ **"Just email me."**

"Absolutely. Best email? I'll send it today with no follow-up unless you reach out first."

→ **"I really don't want to sell."**

"I completely understand. My info's just a safety net."

SCRIPT 29

The Auction-Date-Approaching Frame

"Hi [NAME], I know the auction date is coming up on [ADDRESS]. I make cash offers where the sale can happen before the auction, you walk away with some equity instead of losing everything. Would that be worth exploring?"

If they push back:

→ **"How much equity would I get?"**

"Depends on what you owe versus current value. I'd need 10 minutes of your time to know."

→ **"It's too late."**

"It's not — I've closed deals 3 business days before the sale. There's still time."

SCRIPT 30

The Dignity-First Approach

"Hi [NAME], I want to be up-front — I saw the notice at the courthouse and I know that's not something anyone wants to be dealing with. I make quiet, private cash offers so you can move on without the whole neighborhood knowing. Would it help to have a conversation?"

If they push back:

→ **"I don't want anyone to know."**

"You have my word — I never post, never talk. Just you, me, and the title company."

→ **"I'm not sure I trust this."**

"That's fair. I can send references from past sellers, all in similar situations."

CHAPTER 8

Driving-for-dollars scripts

You've physically seen the property. You know something's off. Own that in the script — don't pretend you're calling cold.

SCRIPT 31

The Physical-Observation Opener

"Hi [NAME], I was driving through your neighborhood and I noticed the property at [ADDRESS]. Wanted to see if you might ever consider selling — I make cash offers on properties in any condition, as-is."

If they push back:

→ **"How did you get my info?"**

"Public county records. I don't door-knock or ask neighbors — I just look up the owner from the address."

→ **"It doesn't need work."**

"Great — even better for both of us. What would you need to walk away?"

SCRIPT 32

The Overgrown-Lot Angle

"Hi [NAME], I drove past your property at [ADDRESS] and noticed the yard has gotten a bit ahead of you. I'm not judging — happens to everyone. If you'd rather cash out than keep up with it, I make same-week offers."

If they push back:

→ **"I'll get around to it."**

"Totally fair — my number's here for whenever the maintenance stops being fun."

→ **"How much off retail?"**

"For an as-is property, 10–20% depending on interior condition."

SCRIPT 33

The Vacant-Property Angle

"Hi [NAME], noticed the property at [ADDRESS] appears vacant. If you're holding it while trying to figure out next steps, I make cash offers — you're done in 14–21 days."

If they push back:

→ **"It's not vacant, we use it sometimes."**

"Understood — no problem. My number's here if that changes."

→ **"I'm thinking about renting it out."**

"Rentals cash-flow, but they're also work. Cash offers give you 100% of the equity immediately."

SCRIPT 34

The Boarded/Distressed Angle

"Hi [NAME], driving through today I saw the property at [ADDRESS] — I can tell it's been through some things. I make cash offers on properties like this, as-is, no repairs. Would a number be useful information for you?"

If they push back:

→ **"It has sentimental value."**

"Totally understandable. If it ever stops being worth the taxes and insurance, keep me in mind."

→ **"What kind of number?"**

"For that condition, probably [RANGE]. I'd need to walk it to be precise."

SCRIPT 35

The Referral-Ask on a Drive Route

"Hi [NAME], I was driving through [NEIGHBORHOOD] and noticed your place at [ADDRESS] looks well-kept. Just wondering — do you know any neighbors who own homes that might be ready to sell? I pay $500 for a referral that closes."

If they push back:

→ **"Everyone here loves their homes."**

"Great neighborhood then. If any of that changes, my number's [NUMBER]."

→ **"Actually there's a house at [X]."**

"Perfect — tell me a bit more? I'll follow up and if it closes, your $500 goes out the day of close."

CHAPTER 9

Follow-up & re-engagement scripts

30% of eventual deals come from the follow-up call. These 5 scripts turn cold leads back into warm ones — even 6+ months later.

SCRIPT 36

The 30-Day Check-In

"Hi [NAME], we spoke about a month ago about the property at [ADDRESS]. Just checking in to see if anything's changed on your end. No pressure at all — just wanted to keep the door open."

If they push back:

→ **"Nothing's changed."**

"All good. When it does, my number's the same."

→ **"We actually might be ready."**

"Great. When can I come by and give you a real number?"

SCRIPT 37

The Season-Change Trigger

"Hi [NAME], I know we talked in [SEASON] about [ADDRESS]. With [NEW SEASON] coming up, I know sometimes people reconsider what they want to be dealing with. Any change in thinking?"

If they push back:

→ **"Not really."**

"Totally fair. I'll check back in a few months if that's okay."

→ **"Maybe."**

"What's shifted for you? I'd love to understand."

SCRIPT 38

The Market-Update Angle

"Hi [NAME], calling with a quick update — prices in your area have moved [UP/DOWN] about [%] since we last talked. Didn't want to leave you out of the loop. Any thoughts on the property at [ADDRESS]?"

If they push back:

→ **"I'll wait longer."**

"Reasonable — I'll keep you posted on major shifts."

→ **"Let's revisit."**

"Perfect — I'll come by and give you a fresh number this week."

SCRIPT 39

The Someone-Else-Referred-Back Angle

"Hi [NAME], funny story — I closed a deal recently and the seller mentioned they hesitated for months before finally selling. Made me think of you. How's everything with [ADDRESS]?"

If they push back:

→ **"Still holding."**

"Understood. No pressure — but I'm curious what would make it feel like the right time."

→ **"What did they end up doing?"**

"Sold and used the money to [OUTCOME]. Different situations, but wanted to share."

SCRIPT 40

The 6-Month Dormant Wake-Up

"Hi [NAME]? It's [NAME]. We talked about [ADDRESS] back in [MONTH]. I hope life's been treating you well. Since we last spoke, I've closed some deals in your area — I just wanted to see if now's a better time for a fresh conversation."

If they push back:

→ **"I forgot about you."**

"No worries at all — happens. Want me to send a fresh offer summary so you have something to look at?"

→ **"Actually yes, let's talk."**

"Great — this weekend or next?"

CHAPTER 10

Voicemail templates that actually get returned

Callback rate on generic voicemails: 3%. On these: 12–18%. Difference: **specificity + curiosity gap + a reason to call back within 24 hrs**.

V01 — The Property-Specific Hook

"Hi [NAME], this is [NAME]. I'm calling about the property at [ADDRESS]. Quick 30-second question about it — call me back at [NUMBER]. Thanks."

V02 — The Curiosity Gap

"Hey [NAME], [NAME] here. I have some information about a property you own — nothing urgent, but I think it'd be useful. Number's [NUMBER]. Talk soon."

V03 — The Referral Frame

"Hi [NAME], your neighbor mentioned you — nothing bad. Wanted to run a quick question by you about the property on [STREET]. [NUMBER]."

V04 — The Cash-Offer Direct

"Hi [NAME], [NAME] here. I make cash offers on houses in [CITY] and I'd like to give you a number for [ADDRESS]. No obligation. [NUMBER]."

V05 — The Time-Bounded Ask

"Hey [NAME], quick call about the property at [ADDRESS]. I'm doing a few offers in your area this week — wanted to see if you'd like one. Call me back before Friday. [NUMBER]."

V06 — The Follow-Up Voicemail

"Hi [NAME], [NAME] again — I know we spoke a while back about [ADDRESS]. Just wanted to check in briefly. If things have shifted at all, give me a ring: [NUMBER]."

V07 — The Market-Data Hook

"Hi [NAME], I have some updated numbers on what properties near [ADDRESS] have been selling for. Thought you might want to know. [NUMBER]."

V08 — The Short and Human

"Hi [NAME], this is [NAME]. Just wanted to say hi and see if you'd be open to a quick call about the house at [ADDRESS]. My number's [NUMBER]. Thanks — have a good one."

ONE LAST THING

The script isn't the skill. Listening is.

You now have 40 scripts and 8 voicemails. That's more than most wholesalers ever accumulate. But if you take one thing from this book, take this: **the goal of a script is to remove your own awkwardness so you can actually listen to the seller.**

The wholesalers who close consistently aren't the ones with the best openings. They're the ones who ask a question and then **shut up for the next 90 seconds** while the seller tells them everything they need to know. The script gets you IN the conversation. Listening gets you the deal.

Record every call. Review the first 20 on playback. You'll hear yourself talking too much. That's the fix.

When you close a deal using one of these scripts, send the story to **hello@ispeedtoclose.com** — I read every one and I'll add your version of the script to the next edition.

— Tracy Perrin

Founder, iSpeedToClose

KEEP READING

Your next reads

You just finished a piece of the playbook. Here are the next three books in the Library — each one hand-picked to build on what you just learned.

01

The 25 Seller Objections Playbook

The 25 objections you hear most — with 3 scripts each.

25 pages · Read at https://ispeedtoclose.com/seller-objections

02

The 60-Second Seller Call

The Call Coach rubric plus two annotated transcripts.

25 pages · Read at https://ispeedtoclose.com/ebook

03

The TCPA Survival Guide

Stay compliant on SMS, voice, and DNC — the essentials.

14 pages · Read at https://ispeedtoclose.com/tcpa-guide

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