

Unlock  
New  
Opportunities

Master  
Cold  
Calling

# Cold Calling Scripts That Get Sellers to Say Yes

7 Scripts. Real Numbers. Actual Results.

Increase  
Your  
Success

**847**

Calls Made

**214**

Conversations

**23**

Appointments

**3**

Contracts

**Convert leads into clients.**

# THE NUMBERS BEHIND THESE SCRIPTS

<b>847</b> total calls	<b>214</b> conversations (25.3% pickup)	<b>23</b> appointments booked	<b>10.7%</b> conversations to appointments	<b>3</b> contracts signed	<b>20 hrs</b> total time (4 hrs/day)
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## 1 THE OPENING (FIRST 10 SECONDS)

### THE RULE:

Don't lead with the address. Don't say 'I'm calling about your property.' The moment they hear that, they know it's a sales call.

**"[First Name], this is [Your Name]. How are you doing today?"**  
*That's it. Let them answer.*

### THEN GO HERE:

**"I'll be quick. I'm a real estate investor in [City] and I buy properties directly from owners. I came across your address and wanted to reach out personally. Is the property something you'd ever consider selling?"**

## 2 "HOW MUCH ARE YOU OFFERING?"

**"Great question. I don't want to throw out a number without understanding the property first. I'd hate to lowball you or waste your time. Can I ask you a few quick questions so I can give you a real number?"**

Best response. They're in.

### THEN ASK:

- What condition is the property in?
- Any major repairs needed?
- How long have you owned it?
- What's got you thinking about selling?
- What's your ideal timeline?

### 3 "NO, I'M NOT INTERESTED."

"Totally understand, [First Name]. No worries at all. Hey, just in case anything changes down the road, a job move, a life event, whatever, would it be okay if I checked back in a few months? I promise I'm not going to blow up your phone."

90% say yes to the follow-up. Set a 90-day CRM reminder. Many no's become deals in 3-6 months.

### 4 "HOW DID YOU GET MY NUMBER?"

*Be straight. Don't dodge it. Honesty here almost always defuses the tension.*

"Fair question. Your property ownership is public record, and I use a service that helps find contact info for property owners. I know it can feel unexpected getting a call like this, but I'd rather call you directly than send junk mail, you know?"

### 5 "LET ME THINK ABOUT IT."

They're interested but not ready. Your job is to stay on their radar. Always offer two specific days, not an open-ended 'whenever.'

"Absolutely, take your time. Can I follow up with you next week? What day works best for you, Tuesday or Thursday?"

*Always two specific options. Never open-ended. Open-ended gets ghosted.*

## THE APPOINTMENT CLOSE -- Use this after any script when they're open to an offer

"Here's what I'd like to do. I want to come by, take a quick look at the property, 15 minutes max, and I'll have a written cash offer for you within 24 hours. No obligation, no pressure. If the number works for you, great. If not, we shake hands and part as friends. Does [Day] at [Time] work, or is [Alternative Day] better?"

## 5 THE PRE-FORECLOSURE SCRIPT

*Don't ask if they want to sell. Ask if they want to talk. People in foreclosure need to feel heard before they'll consider any option.*

Lead with empathy, not an offer.

**"[First Name], this is [Your Name]. I'll be upfront with you. I noticed your property has come up in the public foreclosure filings, and I wanted to reach out before things get further along. I'm not here to lowball you or pressure you. I work with homeowners in this situation and sometimes there are options people don't know they have. Do you have two minutes?"**

**IF THEY'RE OPEN:**

**"Depending on where you are in the process, you might be able to sell before the bank takes the property and walk away with something instead of nothing. I can't promise anything without knowing the details, but I'd rather you have all the information. Can I ask a few questions?"**

## 6 THE ABSENTEE OWNER SCRIPT

*Don't ask if they want to sell. Ask if the property is causing them pain. Their answer tells you everything about their motivation.*

They don't live there. Pain-first.

**"[First Name], this is [Your Name]. I'm a real estate investor in [City] and I noticed you own a property on [Street]. Looks like you're not local to the area. Is that right?"**

**AFTER THEY CONFIRM:**

**"I work with a lot of out-of-state owners dealing with the headache of managing a property from a distance. Tenant issues, maintenance, taxes. I'm not assuming that's your situation, but I wanted to ask: is the property working for you right now, or is it more of a hassle than it's worth?"**

# 7

## THE INHERITED PROPERTY SCRIPT

*These calls almost never convert on first contact. That's fine. You're planting a flag as the only person who treated them like a human being. When they're ready, they call you.*

Sensitive. Lead with respect.

**"[First Name], this is [Your Name]. I'm a real estate investor in [City]. I came across the property on [Street] and I believe it may have recently changed hands in your family. First, I'm sorry for your loss if that's the case. I don't want to be insensitive."**

**PAUSE HERE.** Let them respond. Don't fill the silence.

**THEN:**

**"I reach out to families in this situation because a lot of people don't realize they have options. Sometimes an inherited property becomes more of a burden than a blessing, especially with multiple heirs or needed repairs. I'm not here to pressure you. I just wanted to put myself on your radar."**

### **BONUS: THE VOICEMAIL -- When nobody picks up**

**"Hey [First Name], this is [Your Name], [phone number]. I'm a real estate investor in [City] and I had a quick question about your property on [Street]. Nothing urgent, just wanted to have a conversation. Call me back when you get a chance. [phone number] again. Thanks."**

- **Keep it under 20 seconds.**  
*Curiosity gets callbacks. Sales pitches don't.*
- **Say your number twice.**  
*They're driving, they can't write it down the first time.*
- **Never mention buying, selling, or making an offer.**  
*Curiosity gets callbacks.*

# DO NOT CALL COMPLIANCE CHECKLIST

Before you make a single call, run through this checklist. Non-compliance can result in fines up to \$51,744 per violation.

**Scrub against the National DNC Registry**  
*donotcall.gov -- required before every campaign*

**Check your state DNC list**  
*Some states maintain separate registries*

**Calling hours only**  
*8 AM to 9 PM in the recipient's time zone*

**Identify yourself within 30 seconds**  
*Your name and company, every call*

**Honor removal requests immediately**  
*Add to your internal DNC list on the spot*

**Keep records of all DNC scrubs**  
*Date, source, and method used*

**Re-scrub every 31 days minimum**  
*Lists go stale fast*

**Maintain scrub records for 5 years**  
*FTC requirement*

## QUICK REFERENCE STATS FROM THIS SYSTEM:

**847 calls**

5 days, 4 hrs/day

**25.3%**

pickup rate

**10.7%**

conversation to appt

**23 appts**

in one week

## READY TO PUT THIS INTO ACTION?

Scripts are only as good as the system behind them. When a seller says yes to a follow-up, you need to actually follow up. When they say they'll think about it, you need a 90-day reminder that fires automatically.

FlipMantis handles the entire backend: built-in dialer, automatic call logging, CRM pipeline, 90-day follow-up reminders, skip tracing, and AI deal scoring. All free to start.

- Built-in power dialer with automatic call logging
- CRM pipeline with follow-up reminders
- Skip tracing (10 free per month)
- AI deal scoring and MAO calculator
- D4D mobile app for driving for dollars
- 7-Day Strike sequence automation

## Start free at [flipmantis.com](https://flipmantis.com)

No credit card. No commitment. Just tools that work.

### Bo Smith

*Founder, FlipMantis*



Real estate investor and founder of FlipMantis. Built the platform after getting tired of paying \$400/month for tools that didn't talk to each other.

The scripts in this guide are from real campaigns. 847 calls. 214 conversations. 23 appointments. That's the system.



Scan to start free

## QUICK REFERENCE CARD -- All 7 Scripts at a Glance

### 1 The Opening

*"[First Name], this is [Your Name]. How are you doing today?"*

### 2 "How much are you offering?"

*"I don't want to throw out a number without understanding the property first..."*

### 3 "No, I'm not interested."

*"Just in case anything changes down the road, would it be okay if I checked back?"*

### 4 "How did you get my number?"

*"Fair question. Your property ownership is public record, and I use a service..."*

### 5 Pre-Foreclosure

*"I noticed your property has come up in the public foreclosure filings..."*

### 6 Absentee Owner

*"Is the property working for you right now, or is it more of a hassle than it's wo..."*

### 7 Inherited Property

*"I'm sorry for your loss if that's the case. I don't want to be insensitive..."*

**REMEMBER: Scrub your list against donotcall.gov before every campaign.**

Call between 8 AM and 9 PM only. Identify yourself within 30 seconds.