

The Seller's Yes

Cold Calling Scripts That Actually Close Deals

For Real Estate Investors Who Don't Have Time to Wing It

I built FlipMantis because I was spending \$400/month on tools that didn't talk to each other. Before that, I spent years cold calling sellers out of distressed situations across Chicago. This guide is what I wish I'd had on day one. No theory. No fluff. Just the exact words that work when you're talking to someone who needs to sell.

10

Scripts Inside

7

Seller Scenarios

100%

Field-Tested

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Start free. Scale when the deals justify it.

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ABOUT FLIPMANTIS

FlipMantis is an all-in-one platform for real estate investors: property search, skip tracing, CRM, power dialer, driving for dollars, deal analysis, and rehab tracking all in one place. Start free at flipmantis.com. No credit card required.

01

Why Cold Calling Still Works

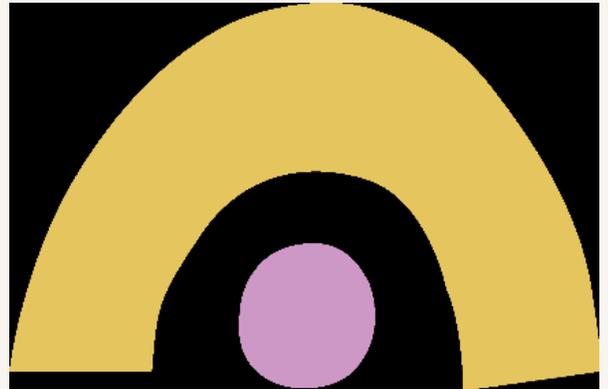
Why Cold Calling Still Works

The Direct Line to Motivated Sellers

Most investors are chasing the same digital ads, the same Facebook groups, the same mailers. Cold calling cuts through all of that. You pick up the phone, you dial the owner, and you have a real conversation. No algorithm between you and the deal.

The sellers who need you most rarely come looking. Distressed owners, people staring down foreclosure, heirs who inherited a property they don't want — none of them are browsing investment websites. They're drowning. A phone call from someone who actually understands their situation is a lifeline.

That's the edge. Other investors send postcards. You call. You listen. You show up as a problem-solver instead of just another buyer making lowball offers.



"A postcard sits on a counter. A phone call starts a relationship. The deals I've done came from conversations, not campaigns."

Understanding Seller Motivations

Every seller has a reason. Your job is to find it fast. Financial pressure, job loss, divorce, bad tenant, estate they can't manage — each situation calls for a different approach. The investors who close consistently are the ones who ask the right questions and actually listen to the answers.

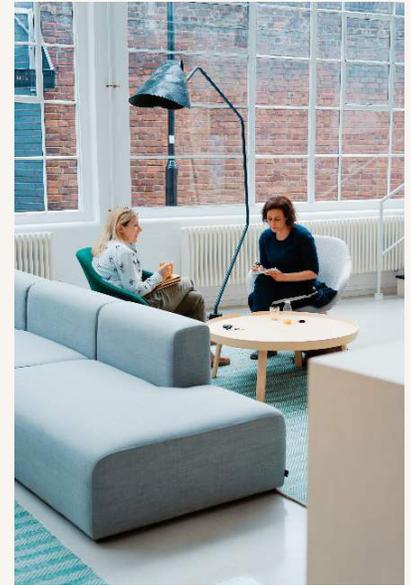
TIP: Before you dial, know one thing about the property: is it owner-occupied, vacant, or rental? That single data point changes your entire opening.

Building Rapport on the Phone

Sound Like a Human, Not a Script

The fastest way to get hung up on is to sound like you're reading. Use your script as a framework, not a teleprompter. The goal of the first 30 seconds is one thing: keep them on the line.

Ask open-ended questions early. 'Can you tell me a little about the property?' gets them talking. Once they're talking, you're not selling. You're listening. That's where the deal lives.



The Four Rules of Phone Rapport

- 01** Match their pace. Slow down if they sound stressed. Speed up if they sound rushed.
- 02** No jargon. Say "selling quickly" not "executing a short-sale disposition strategy."
- 03** Acknowledge before advancing. Repeat back what they said before making your point.
- 04** End every call with a next step. Even a "no" should become a follow-up date.

TIP: Always end calls on a positive note, even when it's a dead end. 'Thanks for your time — mind if I check back in a few months?' Circumstances change. Your follow-up list is worth money.

02

Cold Calling Scripts for Motivated Sellers

Script: First Contact

Opening the Conversation Right

Your intro sets the tone for everything that follows. Don't lead with your offer. Lead with empathy. Sellers in difficult situations have their guard up. The first thing you need to do is lower it.

Keep it short. Keep it human. Let them know why you're calling and that you're there to help, not to pitch.



OPENING SCRIPT - INITIAL CONTACT

YOU: Hi, is this [Name]? My name is Bo. I work with homeowners in the Chicago area who are looking for options on their property. This call is out of the blue, and I will keep it short. I am not here to pressure you. I just want to see if you are open to a quick conversation about [address].

IF THEY ASK HOW YOU GOT THEIR NUMBER:

Public records. I research properties in this area regularly. I noticed yours and wanted to reach out personally.

TRANSITION QUESTION:

Can you tell me a little about your current situation with the property?

TIP: Don't say 'I'm an investor looking to buy your house' in the first sentence. That triggers the sales defense immediately. Establish yourself as someone who solves problems first.

Scripts: Follow-Up & Closing the Conversation

The Follow-Up Script

Most deals close on follow-up. First call plants the seed. Second and third calls are where trust builds and resistance drops. Reference the last conversation immediately.



FOLLOW-UP SCRIPT

YOU: "Hi [Name], this is Bo again — we spoke a few weeks back about [address]. I just wanted to check in and see if anything had changed for you. No pressure at all. I'm still interested if you're still open to talking."

IF THEY SAY NOTHING HAS CHANGED:

"Totally understand. When do you think might be a good time to revisit? I'm happy to call back whenever works better for you."

Closing the Conversation

You don't need a yes on every call. You need a next step. That's it. A yes to a follow-up is a win.

CLOSING SCRIPT

YOU: "I really appreciate you talking with me today. Based on what you've shared, I think there are some options worth exploring. Can we set up a time to go through them together? Even 15 minutes on the phone would give you a clearer picture of what's possible."

IF THEY HESITATE:

"No commitment at all — just information. You'll know exactly where you stand and what your options are. That's worth something, right?"

TIP: Track every call in FlipMantis CRM. Log the date, what they said, and the agreed follow-up date. The 7-Day Strike method: touch every hot lead 7 times in 7 days before moving to monthly follow-up.

03

Techniques for Distressed Property Owners

Identifying & Approaching Distressed Owners

What Distress Looks Like

Distressed properties announce themselves. Overgrown lawn, peeling paint, windows boarded, deferred repairs stacking up. The physical condition tells you the owner is overwhelmed. That's your signal to reach out, not to exploit — to offer a real way out.

Look beyond the physical. Personal situations drive distress: divorce, job loss, illness, problem tenants, death in the family. When you're talking to someone in one of those situations, you're not a salesperson. You're a lifeline. Act like it.



Spotting Distress Before You Dial

- Unpaid property taxes (public record)
- Multiple missed mortgage payments (pre-foreclosure filings)
- Extended vacancy (no utilities, mail buildup)
- Recent divorce filings in the county record
- Code violations or city citations
- Estate/probate filings

TIP: FlipMantis distress signal scoring combines 14 data points to rank properties by motivation level before you ever pick up the phone. Work smarter, not harder.

Script: Distressed Owner + Handling Objections

Approaching Distressed Owners

Lead with empathy. They already know the situation is bad. They don't need you to tell them. They need to know you understand and that there's a path out.

SCRIPT — DISTRESSED OWNER OUTREACH

YOU: "Hi [Name], my name is Bo. I work with homeowners who are dealing with challenging property situations — repairs piling up, financial pressure, that kind of thing. I'm not here to lowball you or waste your time. I just want to understand what's going on and see if there's anything I can do to help. Can you tell me a bit about the property?"

Overcoming Common Objections

OBJECTION: "I'm not interested."

Response: "I completely understand — I'd just ask for 2 more minutes. What I offer might be different from what you're expecting. If it's not a fit, no harm done."

OBJECTION: "I don't want to sell below market."

Response: "That's fair. Let me ask — what would a fast, as-is, cash close be worth to you compared to listing, repairs, commissions, and 90+ days on market?"

OBJECTION: "I need to think about it."

Response: "Of course. Can I call back in a week? I'd rather you make a fully informed decision than feel rushed into anything."

04

Scripts for Sellers Facing Foreclosure

Understanding the Foreclosure Timeline

Know the Stages Before You Dial



Foreclosure moves in stages: missed payments, notice of default, pre-foreclosure, auction, REO. Where the owner is in that timeline changes everything about how you approach the conversation.

30-90 Days Late

Pre-notice. Best window. Seller has options and time. Approach with solutions.

Notice of Default

Clock is running. Seller knows it. Lead with urgency AND empathy.

Pre-Foreclosure

Legal process started. Short sale, cash purchase still possible. Fast is everything.

Auction Scheduled

Very narrow window. Cash only. Need to move in days, not weeks.

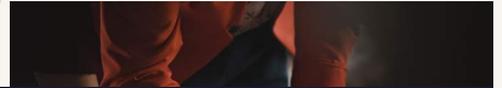
"Pre-foreclosure sellers aren't looking for a buyer. They're looking for a way out that doesn't destroy their credit and their dignity. Be that way out."

TIP: In Illinois, the foreclosure process is judicial — it takes 12-18 months. That's more runway than most investors realize. Use it. Stay in the conversation.

Script: Foreclosure Outreach + Solution Strategies

The Foreclosure Script

These sellers are scared. They've probably been ignoring calls from their lender. Your tone needs to be calm, warm, and solution-focused from the first word.



SCRIPT — FORECLOSURE OUTREACH

YOU: "Hi [Name], my name is Bo. I specialize in helping homeowners who are going through foreclosure find a way out that works for them. I know this is a stressful time and the last thing you need is another pressure call. That's not what this is. I just want to understand your situation and share a few options that might actually help. Do you have 5 minutes?"

IF THEY ASK WHAT OPTIONS:

"Depending on where you are in the process, we might be able to do a fast cash purchase, a short sale, or even a leaseback so you can stay in the home temporarily. Every situation is different — that's why I'd rather listen first."

Strategies to Offer

- Cash purchase (fast close, stops foreclosure)
- Short sale (bank accepts less than owed, seller avoids foreclosure on credit)
- Leaseback (sell the home, stay as tenant temporarily while you transition)
- Subject-to (take over existing mortgage payments)

TIP: Never promise to stop a foreclosure. Never guarantee timelines. Present options, explain tradeoffs, and let them decide. Your credibility is worth more than any single deal.

05

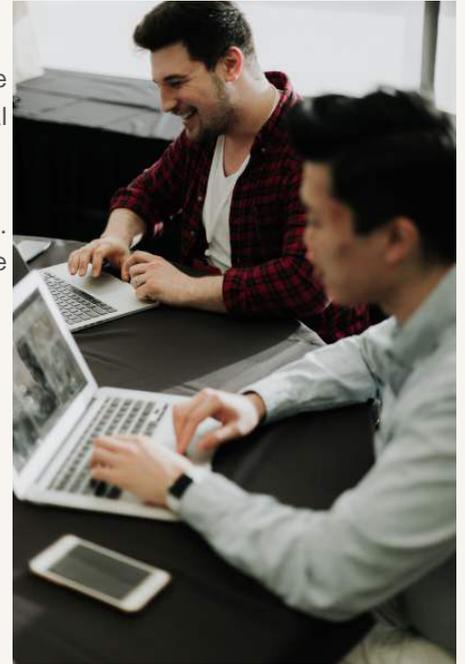
Methods for Inherited Property Sales

Navigating Inherited Properties

This Is an Emotional Conversation

Inherited property calls are different. The person on the other end just lost someone. They're not just deciding whether to sell a house. They're processing grief while managing legal paperwork, family opinions, and a property they may have never wanted.

Your job is to slow down. Acknowledge the loss early. Don't rush to the pitch. Let them talk. The investors who win these deals are the ones who are patient enough to let the conversation develop naturally.



What Heirs Actually Need

SPEED They want the estate closed. Probate is exhausting. Fast closes win.

SIMPLICITY No repair requests, no contingencies. As-is means as-is.

RESPECT They don't want to feel like they're being taken advantage of.

CLARITY Walk them through the process. Most heirs have never sold a home before.

TAX INFO Step-up basis, estate taxes. Know the basics. Refer them to a CPA for specifics.

TIP: If there are multiple heirs, get all decision-makers on the same call. One hesitant sibling can kill a deal that everyone else agreed to. Find out early who the decision-maker is.

Script: Contacting Inherited Property Owners

The Inherited Property Script

Start with condolences if the loss is recent. Don't skip it. It signals that you're a human being, not a machine running a call list.

SCRIPT — INHERITED PROPERTY OUTREACH

YOU: "Hi [Name], my name is Bo. I came across the property at [address] and understand it may have recently come into your family.
First — I'm sorry for your loss. I know this is a difficult time.
I work with families in situations like yours to help them figure out what to do with inherited properties. There's no rush here.
I just wanted to introduce myself and make sure you know your options.
Would it be okay if I asked a few quick questions?"

KEY QUESTIONS TO ASK:

"Is the property currently occupied?"
"Are there other family members involved in the decision?"
"Is the estate in probate, or has it already been transferred?"
"What's your biggest concern right now about the property?"

Handling Emotional Responses

If they get emotional, pause. Don't pivot to your pitch. Acknowledge what they said. Repeat it back. A short 'That sounds really tough — I appreciate you sharing that' goes a long way.

"I once sat on the phone for 45 minutes listening to a woman tell me about her mother before we ever talked about the house. We closed that deal. The listening IS the work."

TIP: FlipMantis CRM lets you tag leads with situation type (inherited, foreclosure, vacant, etc.) so your follow-up sequences match the conversation. No more generic callbacks. Try it free at app.flipmantis.com

06

Techniques for Sellers with Financial Hardship

Recognizing & Engaging Financially Distressed Sellers

What Financial Distress Looks Like

Missed mortgage payments are the most obvious signal. But distress shows up in other ways too: unpaid taxes, utility shutoffs, code violations, bankruptcy filings, and properties that are declining fast because the owner can't afford upkeep.

The seller isn't just dealing with a house problem. They're dealing with shame, fear, and uncertainty about what comes next. Your pitch needs to acknowledge that. Lead with respect. Offer a way out that doesn't make them feel worse.



Common Financial Hardship Signals

- Property taxes 2+ years delinquent
- Lis pendens (foreclosure filing) in county records
- Active bankruptcy (Chapter 7 or 13)
- Utility disconnection notices on property
- Multiple code enforcement violations
- Significant deferred maintenance on occupied home

TIP: In FlipMantis, run a filtered property search combining tax delinquency + vacancy indicators in your target zip codes. That list is your call sheet.

Script: Engaging Financially Struggling Sellers

The Financial Hardship Script

Don't dance around it. They know their situation is hard. Acknowledge it directly, without making them feel judged.

SCRIPT — FINANCIAL HARDSHIP OUTREACH

YOU: "Hi [Name], this is Bo. I work with homeowners in the Chicago area who are dealing with financial stress around their property. I'm not here to pressure you. I know these conversations can feel uncomfortable. I just want to see if I can help. A lot of the people I work with are surprised by how many options they have — even when things feel pretty stuck. Can I ask you a couple of questions?"

IF THEY SAY THEY CAN'T AFFORD REPAIRS:

"That's exactly the situation I deal with most. I buy properties as-is — no repairs, no cleanup, no agent fees. You'd walk away with cash in hand and none of those headaches."

Delivering Value, Not Pity

The goal is to reframe the conversation from loss to opportunity. Selling isn't giving up. It's choosing a better path forward. Use language that reflects that.

Instead of:	Say this:
"You're in a tough spot."	"There are more options here than most people realize."
"You should sell before it gets worse."	"A fast close could take this off your plate completely."
"The house needs a lot of work."	"I buy as-is — condition doesn't matter to me."

07

Scripts for Owners of Vacant Properties

Finding & Approaching Vacant Property Owners

Why Vacant Properties Are Gold

Vacant homes bleed money. Every month the owner holds it, they're paying taxes, insurance, and maintenance on a property producing zero income. That's your negotiating frame.

Most vacant owners aren't watching the market. They've checked out. They may not realize their carrying costs, or they're paralyzed by decisions around repairs. A clean, fast offer looks very different to them than it would to someone actively trying to maximize price.



How to Find Vacant Properties

Driving for Dollars

Use the FlipMantis DFD tool. Flag properties with visible vacancy signs in-app.

Tax Records

Filter for owner-occupied vs. absentee owner + mailing address differs from property.

Utility Data

Properties with disconnected utilities signal long-term vacancy.

Code Enforcement

Public records of vacant property registrations in most municipalities.

Neighborhood Intel

Talk to mail carriers, neighbors, property managers. Best intel is human.

TIP: The best time to reach absentee owners is weekday mornings. They're at work, not stressed about the vacant property. Stress comes later in the day. Morning calls get more civil responses.

Script: Vacant Property Owners + The Benefits Conversation

Approaching Vacant Owners

Don't lead with 'I want to buy your house.' Lead with what you noticed and make it feel like a helpful check-in rather than a cold pitch.

SCRIPT — VACANT PROPERTY OUTREACH

YOU: "Hi [Name], my name is Bo. I noticed the property at [address] has been vacant for a while and I wanted to reach out. I work with owners in this area who are looking for options on properties they're not actively using. I'm not here to pressure you — I just wanted to see if you'd be open to a quick conversation. Do you have a few minutes?"

KEY QUESTIONS:

"How long has it been vacant?"

"Is it in rentable condition, or does it need work?"

"Are you looking to hold it long-term or is selling on the table?"

The Costs of Doing Nothing

Vacant owners sometimes need to hear the math. Lay it out without being aggressive.

MONTHLY COST OF HOLDING A VACANT PROPERTY (EXAMPLE)

Property Taxes (prorated)	\$250 - \$600/mo
Insurance (vacant rider)	\$100 - \$300/mo
Basic Utilities/Maintenance	\$50 - \$200/mo
Total Monthly Drag	\$400 - \$1,100/mo

TIP: 'Would you be open to a free property assessment? I can give you a number within 24 hours — no obligation.' This is the close for a vacant owner who won't commit on the first call.

08

Strategies for Sellers in Competitive Markets



In hot markets, sellers have options. They know it. You're not the only investor calling. So why should they work with you?

The answer isn't a higher offer. It's a better experience. Sellers remember how a conversation made them feel. If you listen better, move faster, and communicate more clearly than every other investor in their inbox, you win.

How to Differentiate Your Offer

Faster Close

Can you close in 10 days? Say so. Most investors quote 30+.

Cover Closing Costs

Small gesture. Big psychological win for the seller.

Flexible Timeline

Offer to let them pick the closing date. Gives them control.

No Inspection Contingencies

As-is means as-is. Don't put a contingency on it.

Help with Transition

Moving costs, junk removal, extra time in the home. These cost little, mean a lot.

TIP: If a seller is weighing multiple offers, ask: 'What matters most to you — price, speed, or certainty?' Their answer tells you exactly how to close.

Script: Competitive Markets + Building Trust & Urgency

Differentiating Your Offer on the Call

In competitive markets, your script needs to address the competition directly. Not by attacking other investors. By being clearer about what you bring.

SCRIPT — COMPETITIVE MARKET POSITIONING

YOU: "I know you've probably heard from other investors. I'm not going to waste your time with a number I can't back up. What I can tell you is this: I close fast, I close as-is, and I do what I say. I've closed [X] deals in this area. I'm not here to win a bidding war. I'm here to make the process as easy as possible for you. Can I ask what's most important to you in a sale?"

Creating Urgency Without Pressure

Urgency should come from facts, not manipulation. Market conditions, their carrying costs, lender timelines — these are real. Use them. Don't manufacture fake deadlines.

- *"The market in this area has shifted — buyers are being more selective now."*
- *"Every month you hold the property, the carrying costs add up."*
- *"I have capacity to close this month — I can't guarantee that hold for long."*
- *"Other investors are working this neighborhood too — I'd rather move quickly if you're ready."*

"Trust is built call by call. Show up when you say you will. Deliver what you promise. That reputation compounds."

09

Refining Your Cold Calling Techniques

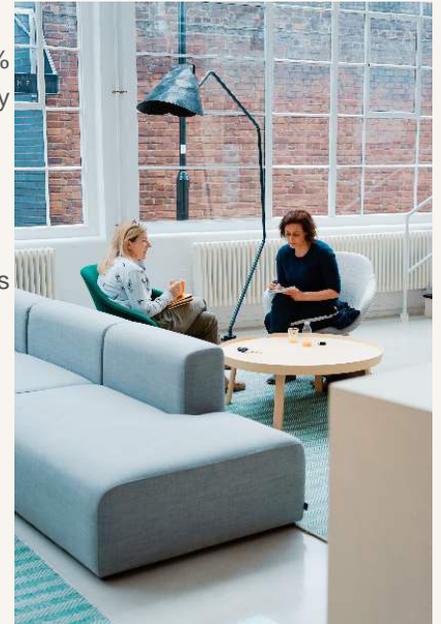
Active Listening & Customizing Your Scripts

Listening Is the Skill Most Investors Skip

You don't close deals by talking. You close them by understanding. Most investors spend 80% of the call pitching. Flip that. Ask more questions. Shut up more. The seller will tell you exactly how to close them if you let them talk.

Reflective Listening in Practice

Reflective listening means repeating back what the seller said before you respond. It shows you heard them. It builds trust fast.



SELLER: "I'm just not sure about the timing."

YOU: "It sounds like timing is the main thing on your mind — can you tell me more about that?"

SELLER: "I don't want to lose equity."

YOU: "Makes sense — losing equity would be frustrating. What number would feel fair to you?"

SELLER: "I've had bad experiences with investors."

YOU: "I'm sorry to hear that. What happened? I want to make sure I'm doing this differently."

Customizing Scripts by Seller Type

Distressed owner:	Lead with empathy. Offer solutions before price.
Foreclosure:	Lead with options. Make speed feel like relief, not pressure.
Inherited:	Lead with condolences. Patience is your edge.
Vacant/absentee:	Lead with carrying costs. Numbers are your opener.
Competitive market:	Lead with your track record. Certainty over price.

Continuous Improvement: How to Get Better Fast

The Feedback Loop That Actually Works

Most investors dial, fail, and blame the list. The real feedback loop is reviewing your calls. Record them (check your state's consent laws). Listen back. You'll hear exactly where deals died.



What to Track After Every Call

Outcome	Set appointment / Callback / Not interested / No answer
Objections	What pushback came up? Log the exact words.
Tone	Was the seller warm, cold, hostile, curious?
What Worked	What line got them talking? Write it down.
Follow-up Date	Set it before you hang up. Log it immediately.

The 100-Call Benchmark

Dial 100 motivated seller calls before you evaluate your script. That's the minimum sample size to know what's actually a pattern versus what's just variance. Most investors quit at 20 calls. The ones who get to 100 are the ones who figure it out.

100

Calls to benchmark

2-5%

Avg conversion rate

7x

Follow-up touches

TIP: Use FlipMantis power dialer to hit 80-100 calls per session. Manual dialing cuts your daily call volume in half. Your time is worth more than that.

10

Building Your Routine & Next Steps

Building a Cold Calling Routine That Sticks

Structure Beats Motivation Every Time

Motivation gets you started. Structure keeps you going. The investors who consistently find deals aren't the most excited ones. They're the most consistent ones.

Block 2-hour calling sessions on your calendar. Same days every week. Non-negotiable. Put your scripts on one screen, your dialer on the other, and your CRM open to log everything in real time.



The Weekly Cold Calling Routine

Monday

Pull fresh leads from FlipMantis. Prioritize by distress score.

Tue-Thu

2-hour power dial sessions. Log every call, every outcome.

Friday

Follow-up callbacks only. Work your hot list first.

Weekly

Review your numbers. What's your contact rate? Conversion rate?

Monthly

Audit your script. Kill what isn't working. Double down on what is.

TIP: Set a minimum, not a goal. 'I will make at least 30 calls' is more powerful than 'I want to make 50 calls.' Minimums get done. Goals get pushed.

Key Strategies Recap & Your Next Steps

What You Have Now

You have 10 scripts covering every major motivated seller scenario. You have the objection handling. You have the framework for building rapport, creating urgency, and closing conversations that move forward. That's everything you need to make your next 100 calls count.



Recap: 8 Things That Actually Work

- 1 Listen more than you talk. Ask open-ended questions.
- 2 Lead with empathy, especially in distress and inheritance situations.
- 3 Always close with a next step — even a "not now" needs a callback date.
- 4 Know the seller's situation before you dial. Data beats winging it.
- 5 Use reflective listening to build trust fast.
- 6 Make your offer different in ways that matter (speed, simplicity, certainty).
- 7 Follow up 7 times before writing off a lead.
- 8 Track everything. Your data is your coaching.

Ready to Stop Juggling Separate Tools?

FlipMantis combines skip tracing, power dialer, CRM, deal analysis, and rehab tracking in one platform built for active investors.

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

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By Bo Smith — Founder, FlipMantis
Real Estate Investor & Contractor, Chicago IL

10 Scripts

Covering every motivated
seller scenario

Built by an Investor

Not a marketing consultant.
Someone who does deals.

Free to Start

Run all of this inside
FlipMantis. No extra tools.

flipmantis.com

Start free. Scale when the deals justify it.