

Four Pillars of a Deal

Motivation/Problem - 3 Points

Motivated Motivation or Problem Answers

Needs money fast	Too much work
Missing payments	Divorce
Has health Issues	Probate
Can Not take care of property	Tenant Issues

Not Motivated Motivation Answers

Will sell if the offer is right	Just Curious on what an offer is.
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Questions to Ask:

- Why are you thinking about selling it?
- How long have you been thinking about selling?
- Ask the prospect if they had thought about selling before you called, mailed, texted them. If yes, there is some motivation.
- Dig deep into the motivation with tell me more or how that affects you type questions.

Timeline - 2 Points

Motivated Timeline Answers

Need to sell Now	Sell in 0 to 6 months
Just need money to move	Divorce

Not Motivated Timeline Answers

Will move if the offer is right	Don't really want to move
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Questions to Ask:

- If you do decide to sell to us or anyone else, would you like to do so within 30 days, 90 days, or some time further out?
- What would be the main reason to stop you from moving?

Condition - 1 Point

Motivated Condition Answers

Can't finish work	Too much work
No time to do work	I have not seen the property in years

Not Motivated Condition Answers

Really condition is not a big deal because if there is enough motivation you can buy a nice house.
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Questions to Ask:

- What is the general condition?
- Are there any major repairs needed?
- Is someone living there now.
- How many bedrooms and bathrooms?
- When is the last time the Kitchen and bathroom where updated?
- How old is the roof?
- Does it have central heat and air and how old is it?
- If I was to give you a Home Depot gift card how much it would be for and what would you use it for?

Price - 4 Points

Motivated Price Answers

Whatever you can give me	I know the house needs work
If you can just take over payments	If I have money to move
15+% below market	

Not Motivated Price Answers

Just give me your highest offer	I am speaking with an agent
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Questions to Ask:

- If we buy the property, will we need to pay off any taxes, liens, or a mortgage?
(I am guessing you do not know how much)
- What are houses in the area selling for?
- Use a price anchor
- Ask if that is the best they can do?
- How much would you like to walk away with?
- What would put a smile on your face
- I would rather work off your price as mine might be too low and offend you.

10-9 Points – Hot Lead

8-6 Points – High Motivation

5-4 Points – Medium Motivation

3-1 Points – Low Motivation

*Just remember if there is Motivation/Problem that is the most important. *If wanted price is a deal, then that is Hot Lead

*If seller is stuck on price but has some motivation and would consider terms. That is a lead to discuss further with.