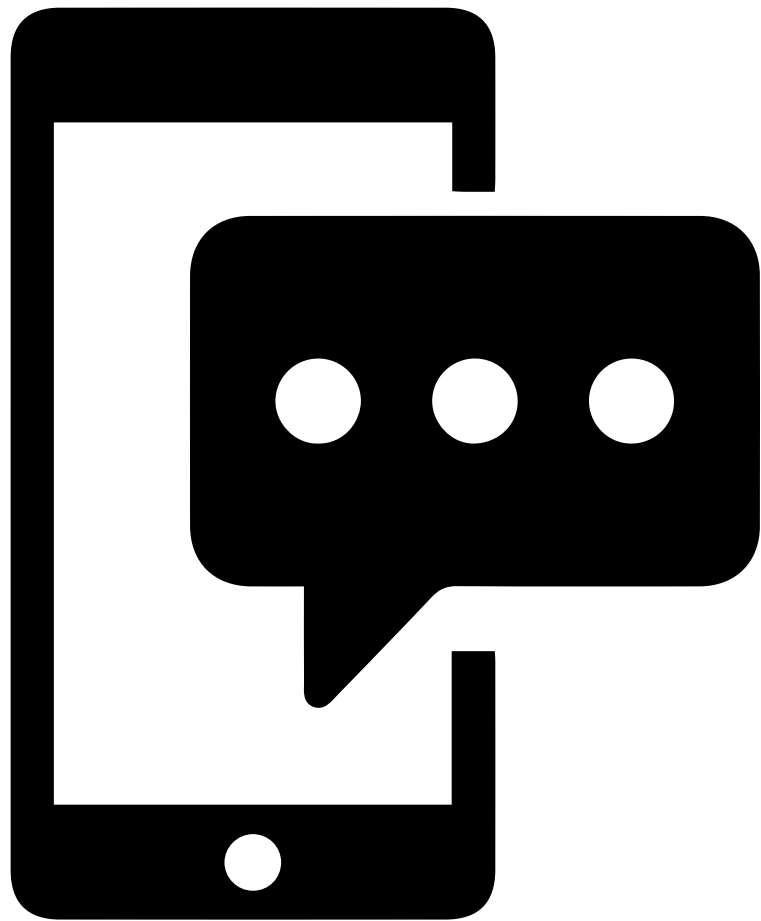


Ron LeGrand's[®]



Mastering The Phone

Mastering The Phone

In the pretty house business the most critical component is mastering the closing call to the seller. When you do, the deals will be frequent and you can chose the low hanging fruit.

There's another big benefit of taking the time and energy to do so. You become a better communicator which will help you with everything you do for the rest of your life.

When you master the phone, you're learning to control all your conversations to get what you want more often. When you can carry on a conversation and know you're in control, dread turns into excitement. Soon you'll enjoy the process when you truly have no fear of anything the other party says or thinks.

If you chose not to master the phone, your results will be little or none and no checks will appear. But tell me where else you can go where you can make a few calls and make \$20,000? Flapping your lips is the highest paid profession in the world.

Lead / Property Information Sheet

Client/Student: _____ Email: _____
 Date: _____ Owner's Name: _____
 Source: _____ Cell Phone: _____ Evening: _____
 Address: _____ ★ Asking Price: _____
 City _____ State: _____ ★ What do you think it would appraise for?: _____
 Area of Town: _____ Your Comps _____ Rent Comps: _____
 Phone: _____ *RealEstateABC.com *Rentometer.com

Existing Mortgage Information (must have)

★ 1st - \$ _____ Lender _____ % Pmt _____
 2nd - \$ _____ Lender _____ % Pmt _____
 Is Payment PITI? Yes No Is Payment Current? Yes No If No, \$ _____ in Arrears

A If asking price and loan balance are within \$35,000:

Will you sell the house for what you owe on it? **Check One**

- Yes** - OK, I'll have my boss call to set an appointment.
What's the best time? _____
- No** - If we take over your debt and pay all closing costs, what's the least you could accept for your equity?

\$ _____

B If A is not applicable:

We can either lease your home with an option to buy, or purchase it as soon as you're ready to close and we usually pay all the closing costs. Would you consider taking a monthly payment until we pay you off in full? **Check One**

- Yes** - OK, I'll have my boss call to discuss terms.
What would be the best time to call? _____ (get info below)
- No** - So you're saying the only way you will sell is if you get all cash now?
Check One
 - Yes** - OK, I understand but that won't work for us. Thanks. (stop here)
 - No** - So are you saying you would like to hear how we can buy your house immediately?
 Yes - OK, I'll have my boss call you.
What's the best time to call? _____ (get info below)

How did you arrive at your asking price? _____ Reason for selling? _____

Does it need repairs? No Yes, approximate amount? _____ Vacant Occupied

★ When do you want to move? _____ Is the house listed? Yes No

Down \$ _____
Month \$ _____
Term _____

Client Use Only →

Description:

★ Bed/Bath _____ ★ Square Feet _____ Lot Size _____

Construction: Frame Brick Block Stucco Other _____

Garage: 0 1 2 ___ Amenities: Carport Basement Refrigerator Range Dishwasher

★ Is it House Condo Association fee \$ _____ per Month Year

Notes: _____

Foreclosure

Lead / Property Information Sheet

Client/Student: _____ Owner's Email: _____
 Date: _____ Owner's Name: _____
 Source: _____ Cell Phone: _____ Evening: _____
 Address: _____ ★ Asking Price: _____
 City _____ State: _____ ★ What do you think it would appraise for?: _____
 Area of Town: _____ Your Comps _____ Rent Comps: _____
 Phone: _____ *RealEstateABC.com *Rentometer.com

★ **Existing Mortgage Information (must have)**

1st - \$ _____ Lender _____ % Pmt _____
 2nd - \$ _____ Lender _____ % Pmt _____
 Is Payment PITI? Yes No Is Payment Current? Yes No If No, \$ _____ in Arrears

If asking price and loan balance are within \$35,000:

Will you sell the house for what you owe on it? _____
Check One
 Yes - OK, I'll have my boss call to set an appointment.
 What's the best time? _____
 No - If we take over your debt and pay all closing costs, what's the least you could accept for your equity?
 \$ _____

Have you been served yet? Y N
 How long ago? _____
 Is there a sale date set? Y N
 If so, when? _____
 If the payments were brought current what would approximate loan balance be? _____
 If vacant, how do I see the home? _____
 When? _____

How did you arrive at your asking price? _____
 Does it need repairs? No Yes, approximate amount? _____ Vacant Occupied
 ★ When do you want to move? _____ Is the house listed? Yes No

Description:

★ Bed/Bath _____ ★ Square Feet _____ Lot Size _____
 Construction: Frame Brick Block Stucco Other _____
 Garage: 0 1 2 _____ Amenities: Carport Basement Refrigerator Range Dishwasher
 ★ Is it House Condo Association fee \$ _____ per Month Year

Notes: _____

Your Call Will Produce One of 4 Types of Sellers

1. Claims they didn't say yes to terms or decided against it. These are time wasters. Discard quickly or go to "No Script."
2. Will do terms but unreasonable. May want large down payment like 25-50%, or well over market value or very high payment. You should attempt to make them more reasonable with your questions before discarding. Sometimes you're just being tested.

Example

Seller: I want 50% down.

You: That will never work for me. I usually buy with nothing down. My compensation comes from the difference between what my tenant buyer pays me and what I pay you so obviously I'd want to be closer to zero than 50%.

Or

Seller: I want \$400,000.

You: I'm sure you do but that's well above market value as I'm sure you're aware and I have to buy at least a little below market value to have interest. I'm not asking for much but not willing to work for free. Even a Realtor gets 6%. What's the best you can do for me?

Or

Seller: I want \$4,000 a month.

You: Your property can't support a payment that high and for me to get involved I must collect more than I pay you. I can come look and work out the rest of the terms but before I do I'd have to know you're flexible on the payment because it's a deal killer for me. What's the absolute lowest you can accept?

Your Call Will Produce One of 4 Types of Sellers (continued)

3. Will give you terms but they don't indicate a golden goose. Price is at retail or payment at market but down is low enough you feel you can get more from the market and keep the difference and assign your contract. This is an ACTS deal (Assignment of Contract Terms System).

Example, seller wants \$10,000 down but you think you can get \$20,000 down. You should visit the house and work on better terms face to face.

4. Golden Goose- little or nothing down, low payment and some free equity. These are the deals you're in business to find and harvest. Everything you do is in search of them. Finding two or three a month in nice areas will move you to a seven figure earner quickly and simultaneously build wealth. I could make the case to ignore everything else and focus on this... Low Hanging Fruit.

Caution

Don't over negotiate on the closing call. Use the Million Dollar script to get the Big 4 answered and don't push too hard. The seller knows you haven't seen the house and may get turned off.

10 Mistakes When Calling Sellers

1. Talk too much

You have only one mission! Get the answers to the Big 3 questions:

Price – Down – Payment

If you get off the phone before doing so, you've accomplished...

NOTHING!

Talking too much is an indication you're afraid to ask the Big 3.

Get To The Point and Get Off The Phone

2. Get off Script and get lost

Scripts are critical to your success and that of any company with people on the phone. Mine are simple, easy to follow and get the Big 3 quickly and generate a clear understanding so you don't waste trips. Ten seconds prescreening saves two hours on the road.

Part of the scripts is being prepared to answer questions not on the script. These are "Default" scripts. There's only a few questions a seller can ask. Master the answers and your confidence rises quickly.

3. Teaching

If you want to teach seminars, rent a room and invite guests. The seller's house is not the place. The more you teach, the more you talk. The more you talk, the bigger hole you dig and perhaps the more questions you generate.

If you are slick and talk over their head you may scare them and cause a negative response.

Ask Questions, Get Answers,

Get to Conclusion and Get Out

10 Mistakes When Calling Sellers (continued)

4. You Beg

If you talk too much or teach, you are begging. But begging can also be detected in your voice in the way you ask questions.

Do you sound incompetent?

Do you wreak of fear and it shows?

Do you sound like you're asking for a favor?

Your tone and the way you conduct yourself can easily be the difference between success and failures.

For example: "We usually buy houses with nothing down" will get a totally different re-sponse than "Will you sell with nothing down"!

Recording your calls and practice will fix this quickly.

5. Obviously reading a Script

The key points in all my scripts can be memorized quickly so you can effectively follow them without reading every word like a teleprompter.

Look at the B Script. It has a simple opening question and goes directly into the Big 3. Use this script 10 times and you won't need it anymore.

Slow Down! Don't Rush! Have Fun! Talk like the seller is across the table.

Caution: Getting away from the scripts too soon can be deadly until you know them by heart..

6. Don't get the Big 3 answered

Do not get off the phone until you get these answers. If you do, the seller is controlling the conversation.

You must learn to counter their stall tactics. When they say they don't know and you fall for it, you lose. Get the answers or get rid of them and deal with the people who really want to sell.

7. Speak too softly

You cannot instill confidence if you can barely be heard. Put a sign in front of you...Speak Up! If you can't force yourself to speak up you must get someone else to make the calls. Easier to simply talk louder.

10 Mistakes When Calling Sellers (continued)

8. Feeling Intimidated

This is a sign of low self-esteem on your part and likely a fear of what others say. It can only be cured with practice. No one can fix it for you.

Remember this:

You're only calling people who asked you to call.

They have the problem to solve. You may be the solution.

Their attitude has nothing to do with you. You did nothing wrong. It's their life that sucks and you're only next in line for their venting.

If the call doesn't go well you'll never meet them. What do you care what they say?

**You Will Not Be Intimidated By The People
Who Really Want To Do Business With You...
Only Those Who Won't No Matter What You Say!
Whack Em!**

9. Can't answer seller questions

That's why we have default scripts. There's only a few and the answers are simple. You'll only learn them once. Practice until you can answer anything thrown at you but learn to tell it like it is.

**Answer Questions With
Questions When You Can**

Then it's up to them to answer your questions.

If you don't have an answer, defer to this when applicable...

**I Don't Know But If It's Important
I'll Get You The Answer**

10. Accent hard to understand

I wish I could tell you there's an easy fix for this but I can't. If people are constantly asking you to repeat what you said, you should not be on the phone negotiating deals. Re-place yourself as soon as you can.

Of course it wouldn't hurt to simultaneously get help to improve your accent. This doesn't stop you from running companies and making decisions but it will cost you deals if not dealt with.

Rebuttals To Seller Questions On Closing Calls

Seller wants to take you off script!

I'm sure I can answer all your questions to your satisfaction when we meet but I'll need to verify 3 things before we do and this call is for you and me to decide if we should meet. Ok?

Ask the Big 3

If you think about it, this is a good response for almost everything the seller asks. If you don't get a good response to the Big 3, all other questions are irrelevant.

What do you mean?

How does this work?

It's fairly simple. If we agree on the terms it means I'll buy your house when you're ready and make you a monthly payment until I get you paid in full. We close with an attorney and I usually pay all the closing costs. If you answer 4 questions for me, we can quickly determine if we should move forward, OK?

Ask the Big 3

Why do you need my mortgage info?

I work with sellers who agree to take a monthly payment until I pay off the balance in full. That means you get a quick sale with no cost at full price. If you're interested in discussing the terms, I'll need your current payment to construct them. If not, of course I won't. Do you need cash out now or perhaps you can take a payment now and cash out later?

Ask the Big 3

Can we discuss it when you come see the house?

Sure, but before I do I'll need 4 questions answered to determine if I should, OK?

Ask the Big 3

I think we'd rather list it.

OK, but a Realtor won't buy your house, make your payments or pay your closing costs and if I buy it there's no commission. Are you sure you prefer a bird in the bush over a ready, willing and able buyer?

If flexible...Ask the Big 3

Rebuttals To Seller Questions (cont.)

Seller Won't Give Asking Price

Well, I'll need to know what you're asking before I can go any further. I'm happy to tell you what I can pay after I get the facts and visit the house, but honestly I'd have no interest in doing that until you tell me what you want.

SELLER: Could you come look at the house and tell us what you'll pay?

Well sure, as soon as you tell me what you want, and confirm you'll sell with owner financing or a lease purchase. If that's not the case, frankly I won't need to know the asking price. I'm in a terms business and often pay 100% of the market value, but it starts with what you want.

So what are you asking? _____

Well, I know you don't know but are you willing to consider terms once you do know? _____

Well, what do you think it would appraise for if we had it appraised right now? _____

The Big 3-Million \$ Script

Are you an investor?

Yes, but I'm not trying to steal your house. But hey, I'm not going to live in it, so I guess that does mean that I'm an investor, but nothing like you see on TV. Our goal is to give a buyer terms and help them get you cashed out as soon as possible, and get top price. We get paid when we do that.

My compensation comes from the buyer, not you and you save a commission. So really it's just a delayed cash out for you at full price. But that does mean that you have to be willing to work with me on some terms, and give me several years for me to get turned around and get you cashed out. Will that work for you?

Rebuttals To Seller Questions (cont.)

Why should I pick you over a Realtor?

Well, going to a Realtor is certainly your option. I will tell you that I've never seen a Realtor that's willing to make your monthly payment for you. I am. And in fact, your Realtor is not going to buy your house. I will. I think I even offered to pay your closing costs. Ask a realtor to do that, (name).

Now look, if you listing with a Realtor is your best option, then I'd say go ahead and do it. And I'll tell you what though, if you're going to do it you might want to only list it for 90 days. That way, if it doesn't get sold at the end of the 90 days, at least you can call me and we'll get back together again at that time. Is that fair?

Just one more thing to point out, if you did want to go list it with a Realtor, re-member, that's three or four more payments that you'll make before you get your house sold.

I'm already willing and able. And you might call me one of those birds in the hand and not one of those birds in the bushes. I'm here now, so if you want to sell now, I'm your guy. If you'd rather list it just let me know. Fair? Should I come look or not?

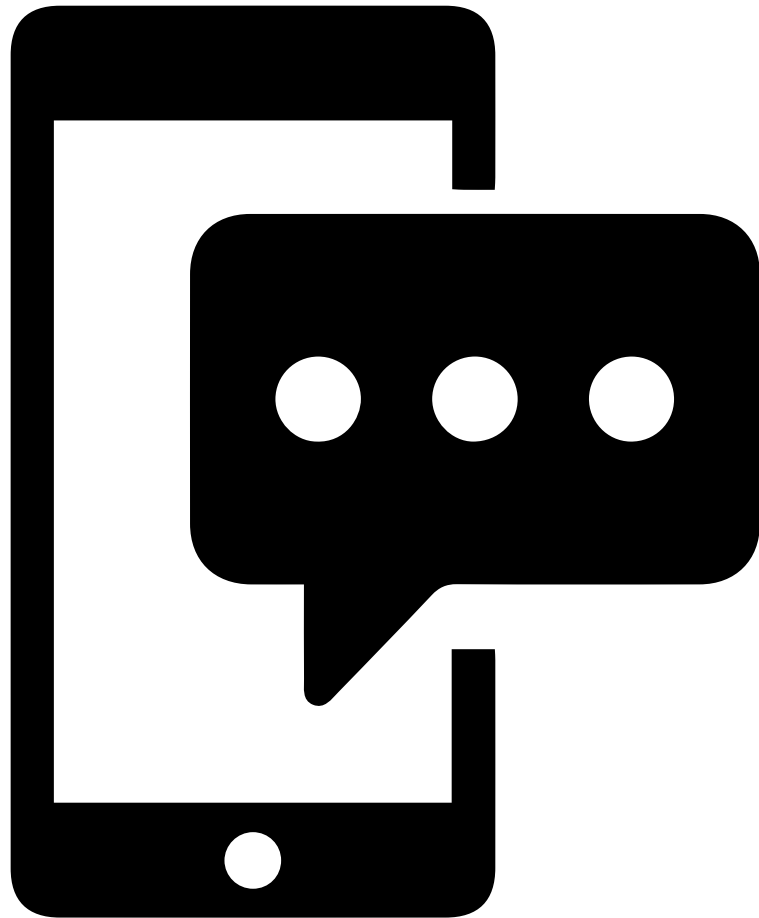
Can my Attorney see the contract?

Well, gosh, _____, I can't send a contract nor can your attorney review it until we have a meeting of the minds, so it can be completed. And we can't do that until I see the house and make sure you understand what we can and can't do.

Before I do that I must confirm that you will consider selling it with terms, which means a lease purchase or owner financing. So if I come see the house and we can agree on terms, then I will most certainly leave you an agreement that you can take to your attorney. But first you have to tell me you're okay with considering terms. Are you? (Seller agrees).

The Big 3-Million \$ Script

Ron LeGrand's[®]



Million Dollar

Script Guide

Script To Call Back a FSBO With a Yes on “Will you sell for what you owe?” (Box A on Lead Sheet)

Hi _____, this is _____ calling about your home you discussed with my assistant yesterday. Do you have a minute? OK, I’ve got all the facts here and you’ve indicated you’d sell the house for what you owe on it. **Is that correct?**

- **No** — Then what did you have in mind?
- **Yes** — OK, I can come see the house and likely buy it and close as soon as you’re ready and pay closing costs, but the only way for me to do so is to take over your debt. That means I’ll buy your house and make the payments when you and I agree I’ll start but the loan will stay in your name until sometime in the future when I get it cashed out. **Will that be okay with you?**

- **Yes** — (Go to Appointment script, page 8)
- **No** — Well, if that’s an issue I can also lease purchase it and cover your payments with rent, or buy with owner financing and handle all the repairs in both cases. **Does that seem more appealing?**

- **No** — So you’re saying the only way you’ll sell is if your loan is paid off?
 If YES (Go to NO script, page 9)
 If NO, then it’s okay if we leave the loan in your name until I can pay it off in full? (**Get them IN or OUT now**)
- **Yes** — Okay, so you’re saying you will leave the loan in your name until I pay you off in full? (**Go to Appointment script, page 8**)

Script To Call Back A FSBO With a Yes on B

(Property Info Sheet)

Hi _____, this is _____ calling about the house you discussed with my assistant yesterday. **Do you have a minute?**

OK, I've got all the facts here and you've indicated you'd entertain taking monthly payments if we can agree on a price and terms. **Is that correct?**

→ **No** — So you're saying you won't? Well, then would you consider a lease purchase if I accept all responsibility for repairs?

→ **No** — So are you saying all cash is the only way you'll sell?

→ **Yes** — OK, the only way I can do that and get you anywhere near what you're asking is for you to refinance and keep the cash and I'll take over your debt or lease purchase from you immediately.

Is that something you want to discuss further?

→ **No** — (Get off the phone)

→ **Yes** — (Go to Appointment script, page 8)

→ **Yes** — OK, I can lease your home with an option to buy and release you from all repairs after 30 days. We'd have to agree on a price and terms after I see the house. **Should I come look? (Discuss terms and set appointment)**

The Million Dollar Script

→ **Yes** — OK, what's the least you could accept on the price if we can agree on terms? (shut up) — **Is that the best you can do?**

We usually buy with nothing down, OK? (shut up)

If No — What's the least you could take down?

(Existing Loan) I assume you're OK if I just cover your payment until I pay you off?

OR

(Free & Clear) → What's the lowest monthly payment you could take?

If NO

(If you like the answer go to Appointment Script, page 8)

No Script

Hi _____, this is _____, following up on the house for sale you discussed with my assistant recently. Do you have a minute?

I have the information here you gave us so no need to go through it again but my notes show you indicated you wouldnt be interested in taking a monthly payment until we can pay you in full.

Is that correct?

↳ **Yes** — (Continue)

_____, We've found that some people don't have a clear understanding of what we do, and why it's in their best interest to work with us — but once they get clarity they conclude its their best way to sell. I can tell you — if you have to cash out now, we can't do that....but — when we buy we usually pay all the closing costs — which is several thousand dollars — so you don't come to closing with a nickel. — We pay full price and close with an attorney whenever you're ready. — To some people that's important because they need some time to move out. — we'll take it as-is — which means no home inspector is going to come out and pick your house apart — and Most importantly, you'll find that when you sell to us, you'll net more money than any other way you sell. — You'll get a monthly payment until sometime in the future when we pay it off and no responsibility toward the house after we close.

So _____, do you have to have the cash now or would you consider a delayed cash sale and get a lot better deal?

↳ **Cash ONLY** — Let me know if things change, okay?

↳ **May Consider** — Good, I have a couple questions — then we can determine if I should come see the house — okay? **Go to Million Dollar Script, page 6.**

No Script Rebuttal To

Use this script only if you need to. It's meant to be a follow up behind the NO SCRIPT if seller needs more information. The more you talk the more questions you generate.

I Need More Information...

How do you get paid?

What will you do with the house?

Any other reason seller needs clarity?

_____, in addition to all the ways you benefit — we get compensated in several ways as well — or obviously we wouldn't buy — our normal exit is to install a tenant buyer who can't qualify at a bank right now but can over time — which is about 70% of people looking to buy. — They'll have skin in the game and be heavily screened and pay us more rent than the payment we make to you. — Therefore, we'll have cash flow. — We'll also get the difference between their purchase price and what you and I agree you can accept — which will be more than you'll likely net any other way you sell because you won't pay any commission — which is usually 6% — and we usually pay the closing costs when we buy from you — which is several thousand more you save — we'll also get the depreciation write off and the debt paydown on your loan every month — so there's enough compensation in it for us so we don't have to steal your house to make it work — assuming we can agree on the terms.

Does that make sense_____?

Of course, we bear the cost of repairs — vacancy — closing costs and all the risk so you have nothing to do after we buy but move on — and , I think I mentioned we'll close when you're ready — as quick as 3 days — and take it's as-is. In addition, you don't have to be out by the day we close.

So, can you take a monthly payment until we can pay you in full?

→ **No** — Let me know if things change, okay?

→ **Yes** — Great, I have a couple questions and we'll set an appointment for me to see the house — okay? **Go to Million Dollar Script, page 6.**

Appointment Script

Are you the only owner of the house? ■

→ No — If possible, I'll need all owners present when I come and anyone else you need there involved in making the decisions, okay?

So what's a good time when both of you can be present? (**Set date and time**) ■

→ Yes — OK, last question, if I come to your house and like it and you agree on the details are you ready to make a decision now and get some paperwork done while I'm there? ■

→ Yes — OK (**Set date and time**)

→ No — There's really no reason for me to come until you're ready to sell. Do you know when that will be?

→ Not Sure — OK, should I contact you then? (**Set date and time, and put in DREAMS or your planner**)

Do not lose a deal because both sellers can't be present.

Go anyway, get one to sign a contract if possible, then deal with the other.

Calling Sellers Key Points

1. Don't beg. If you're teaching or preaching, you're begging. You ask questions, the seller makes you an offer.
2. Don't over negotiate on a house you haven't seen. Use script on the phone. Finish at the house.
3. Practice answering all possible questions before calling. There are only a handful and all the same. Answer questions with questions when possible.
 - a. Is that fair?
 - b. Is that the best you can do?
 - c. So, if I don't _____, you won't sell me the house?
 - d. Wouldn't you agree?
4. Tell it like it is, even if you think the seller won't approve. Deal with people who want to deal with you.
5. Stick to the script. If you don't, you're in dangerous territory.
6. If you don't like the sellers answer, you must get him/her to change it or simply tell them that won't work for you. No TERMS, No Deal. Ignoring the elephant in the room doesn't remove it.
7. You should call all your leads, yes or no. But learn to screen quickly and not spend needless time with non-terms deals. There's a lot of yeses in the no's. You paid to get them. Don't waste them.

Special Letters

After The Closing Call

Codes

These are the codes we use after the closing call is made. If your calling from a paper lead, write it on the PI sheet in upper right corner. If you're using DREAMS, add it anywhere you see fit for easy reference.

This will help you in the follow up process. Identify those best suited for the follow up letters enclosed and email auto-responders sent from DREAMS.

Letter #1

It's designed to mail to the seller after the call if they aren't interested in Terms. It should be mailed the day after or day of the call.

You'll have to rewrite the beginning to your needs but the rest can stay the same. Note the personalization at the top and bottom, use first name only.

Create your own template so you can add name and address and print letter on demand. Your signature should be in blue ink.

Note the codes at the bottom CN (Contract/No terms), OM (Off Market) and L (Listed) should all get letter #1.

Letter #2

Same as letter #1 except the intro. This letter is meant for sellers when you text with no reply or left voicemail with no reply, but after your VA got a completed PI sheet.

Do not send both letters. Only one is applicable based on the codes.

No need to send any letter to sellers who have sold or you have made an appointment to see.

Lead Follow Up Codes

These are the codes we use when calling sellers on the closing call. They are noted in the upper right corner after each call. You should follow up with a letter on 1 through 6.

**A “No” today only means wait until the
time and circumstances
are right for me to say “Yes.”**

1. **D** - Disconnected
2. **CN** – Contacted No Terms
3. **NA** - No Answer
4. **T** - Text
5. **L** – Listed
6. **OM** - Off Market
7. **A** - Appointment
8. **S** - Sold

Ron LeGrand
9799 Old St. Augustine Rd.
Jacksonville, FL 32257
(904)203-4740

James Seller
1233 Seller St.
Jacksonville FL 32223

Dear James,

You and I discussed your home for sale a few days ago. At that time you weren't interested in taking a monthly payment until we can pay you in full. I completely understand. Most sellers I talk with would rather cash out now. However, some change their mind when they fully understand the alternative or circumstances change. This may or may not apply to you, but I've laid out some reasons below. If and when you wish to discuss further I am at 904-203-4740.

- I have been buying houses in Jacksonville for 36 years with a good reputation for doing what I say, and telling it like it is.
- I usually pay all closing costs. This saves you several thousand dollars.
- There is no commission. I am not a Realtor; I am a buyer.
- I'll take your house as is, and close when you're ready. Only takes me three days. It can be vacant, occupied, or tenant occupied. I'll even handle eviction if applicable.
- You'll receive a monthly payment until paid in full and all house related responsibilities are mine. You'll never write a check, or have anything to manage after this sale. I'll pay your bank direct if you approve so you have no collecting.
- All closings are professionally done with an attorney with the note and mortgage recorded to you, if applicable. I cover this fee.
- I don't have to steal your house. I won't pay top retail price, but I can assure you no investor will pay more. It's not about the price if you can take a payment. In fact, the price I can pay is likely more than you'd net if you sold with a Realtor and paid commission and closing costs, and possibly some repairs to pass a home inspection. None of that with me.
- It's really just a delayed cash sale. If you must have all cash now I'm not your buyer, but if you can wait I very well may be.
- There may be tax advantages to you not cashing out now. This should be discussed when we chat.
- If you have a current loan, and don't want a double payment when you move or waiting on a Realtor to sell, I'll cover it.
- If you wish to remain in the house for a while after you sell we can work it out. I'm not moving in.
- If you wish to refinance now, and pull out your cash I'm ok with that. After you close the loan I will buy and cover your new payment until you're cashed out.

James, I know this is a lot to consider, but I felt it necessary to make my case in writing to you to have all the facts. If not now, perhaps you can keep this letter in case we should talk later. If you listed the house I may still buy it now. Thanks for your consideration!

N, OM, L



FAQ

Q: Why don't you just pay me cash?

A: I would but only at a deeply discounted price I wouldn't expect you to accept. When I pay cash the house usually needs rehabbed and a wholesale price is justified. When I buy on terms, I can pay full price because my exit strategy is different and I don't have to raise cash or deal with lenders. I buy several houses a month which would be impossible if all were cash.

Q: What if I need all my money now to buy another house?

A: Then I'm not your buyer. Frankly, I'm looking to buy only from sellers who can take a monthly payment until it pays off in full. It's really just a delayed cash sale. However, one exception would be if you have a lot of equity or the house is free and clear you may refinance it, keep all the cash and have your money within 30 days, after which I can lease purchase or buy with owner financing and make your payment until I get you cashed out.

Q: How do I know I can trust you?

A: I'll have a financial stake in your house, all closings are done with an attorney and honestly, why would I want to pay several thousand dollars in closing costs and buy your house if I don't intend to do what I say? After 36 years of buying over 3,000 Jacksonville houses and living here all my life, I think you'll feel comfortable I'll do what I say after we meet. If you don't you shouldn't sell me the house. Wouldn't you agree? FYI, I live on Greenland Road, I have an office complex on Old St. Augustine Road, with over 100 employees, and a restaurant in Julington Creek called Iggy's Grill & Bar. Married 53 years, 9 grandchildren and eleven greats, and 2 Golden Retrievers. I'm not going anywhere and I do what I say. You can trust me. I'm a tell it like it is guy and at age 72 I only want to work with those who want to work with me. I believe in full disclosure and happy clients.

Q: How long of a term do you need?

A: That's totally negotiable and I'm flexible.

Q: Why don't I just list with Realtor?

A: You certainly can and some do. However, a Realtor won't buy your house, make your payment, pay your closing costs, close when you're ready even if you remain in the house for a while, or take it as is with no home inspection... I will! Realtors charge a 6% commission. I don't. You have no assurance your house will get sold. I'll close it in as little as 3 days when we agree to terms. To be honest, if you have to have your cash now, I'd suggest you list it for 90 days. Keep this letter and call me if it doesn't sell. If you want a quick, easy sale, and save commission call me now.

FAQ

Q: How do you make money?

A: Glad you asked... All my compensation comes from the buyers, not you. My business model is simple. I buy on terms so I can sell on terms. A large percentage of potential buyers can't qualify for a loan... yet. But they can after we help them fix whatever is broke which takes time. We find families that want to own a home and lease purchase to them until they can qualify. We screen them carefully and they must put up a non-refundable option deposit to get in our homes. In time, they get financed and cash us out. That's when you get any money due and the loan gets paid off. So here's how I get paid. I keep the option deposit which gets applied to their down payment. I get a monthly spread between their rent and what I pay you and any backend money left over after you're paid off. So obviously it's in my best interest to get it done too. So now you know my secret. I'm not in it for charity. I get paid for what I know and help a lot of buyers enjoy the American Dream of home ownership and a lot sellers out of homes the easy way. Everyone wins. No losers and as I said, you never pay me a dime.

Q: What about repairs?

A: Not your problem. My tenant buyers are responsible for the repairs while they are in the house and I handle them if they don't. When I buy your house you have nothing to do but deposit my payment and pay your bank and I use an escrow company that will even do that so you don't have to.

Q: What if I want to buy another house and need financing? Can I get another loan if I have one on my house?

A: You should be able to if you qualify. Your current payment will still show on your credit report but when I buy your house you'll receive a recorded note and mortgage showing you're receiving payments for at least the amount you're paying. This should eliminate any debt ratio problem. Your income washes out your debt.

Q: Who pays the closing costs?

A: I do. You pay nothing if your taxes are escrowed. If they aren't I'll ask you to prorate this year's taxes if not already paid.

Q: If I'm interested or have questions what's the next step?

A, Call 904-XXXXXXX and I'll get a little information and make an appointment to see the house if we jointly feel I should. Before I leave we'll both know if I'm your buyer. If so, I'll get a purchase agreement and close when you are ready. Yes, it really is that simple. In fact, nowadays it's usually done electronically or my attorney will close it at my office. It's up to you.

One more thing, If I do visit your house, I'll bring you a \$25 gift certificate for Iggy's Grill & Bar. Even if we don't do business, you may as well get some good food. We have live music on the patio 5 nights a week. In the meantime, I've enclosed a discount coupon for you. You don't need to call me to use it.

Ron LeGrand
9799 Old St. Augustine Rd.
Jacksonville, FL 32257
(904)203-4740

James Seller
1233 Seller St.
Jacksonville FL 32223

Dear James,

A few days ago you talked with my assistant about your house for sale. I sent you a text, and have yet to receive a reply. My assistant asked if you'd be interested in taking a monthly payment until I can pay you off in full, and my notes indicated that you wouldn't. I completely understand. Most sellers I talk with would rather cash out now. However, some change their mind when they fully understand the alternative or circumstances change.

This may or may not apply to you, but I've laid out some reasons below. If and when you wish to discuss further I am at 904-203-4740.

- I have been buying houses in Jacksonville for 36 years with a good reputation for doing what I say, and telling it like it is.
- I usually pay all closing costs. This saves you several thousand dollars.
- There is no commission. I am not a Realtor; I am a buyer.
- I'll take your house as is, and close when you're ready. Only takes me three days. It can be vacant, occupied, or tenant occupied. I'll even handle eviction if applicable.
- You'll receive a monthly payment until paid in full and all house related responsibilities are mine. You'll never write a check, or have anything to manage after this sale. I'll pay your bank direct if you approve so you have no collecting.
- All closings are professionally done with an attorney with the note and mortgage recorded to you, if applicable. I cover this fee.
- I don't have to steal your house. I won't pay top retail price, but I can assure you no investor will pay more. It's not about the price if you can take a payment. In fact, the price I can pay is likely more than you'd net if you sold with a Realtor and paid commission and closing costs, and possibly some repairs to pass a home inspection. None of that with me.
- It's really just a delayed cash sale. If you must have all cash now I'm not your buyer, but if you can wait I very well may be.
- There may be tax advantages to you not cashing out now. This should be discussed when we chat.
- If you have a current loan, and don't want a double payment when you move or waiting on a Realtor to sell, I'll cover it.
- If you wish to remain in the house for a while after you sell we can work it out. I'm not moving in.
- If you wish to refinance now, and pull out your cash I'm ok with that. After you close the loan I will buy and cover your new payment until you're cashed out.

James, I know this is a lot to consider, but I felt it necessary to make my case in writing to you to have all the facts. If not now, perhaps you can keep this letter in case we should talk later. If you listed the house I may still buy it now. Thanks for your consideration!



CN, OM, L

Visiting The Home

Before You Go

1. Don't agree to go unless the seller has agreed to reasonable terms on the phone and acknowledges he/she is ready to sell. Remember, don't over negotiate yourself out of a deal. Get facts now. Negotiate at the house or on the phone after your visit if seller is out of town.
2. Use the Appointment Script. Seller must agree to sell now and both present if possible.
3. Ask the seller to have the paperwork on the house available when you arrive.
4. Call to confirm appointment before you leave.
5. Prepare a contract, leaving only the items to be negotiated blank.

After You Arrive

1. A quick walk through is all you need. You're not a home inspector.
2. No negative comments about the house. Sellers know if it needs work. Insulting them is not the way to win.
3. Once the walk through is over, your next move is... "Do you have any questions for me?" Have them repeat what you discussed on the phone. Finish all negotiating points and come to an oral agreement.
4. Then "are you ready to put it in writing so I can get started?"
If yes, do not delay. Get a contract. Have them take a photo with their phone.
If they want an attorney, first verify you have an oral agreement. If so, write it up. If not, tell the seller you can't write an agreement until you have an agreement. Can't put it in writing until we know what **it** is.
5. Ask if it's okay if you go through their paperwork.
6. If you can't reach an agreement, tell seller what you can do and leave the door open for them to call you if things change. **NEVER TELL SELLER WHAT YOU'LL PAY UNTIL YOU LEARN WHAT THEY WANT.**
7. No seminars, no teaching, no preaching, no begging. **ASK QUESTIONS AND SHUT UP.**
8. Leave with a signed contract if you can and tell the seller you'll be in touch with closing date. Let seller use their phone to make a copy of the contract and any other documents you take.

Paperwork You Should Collect At Seller's House

- Copy of deed
- Copy of note and mortgage
- Surveys
- Termite bond
- Front page of insurance
- Condo docs if applicable
- Statement from bank showing latest PITI break down
- Amortization schedule
- Anything else you see of any value to you.

Don't be concerned if you can't collect all this now. You can get it before closing. If you get none, it won't prevent closing.



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A handwritten signature in black ink that reads "Ron LeGrand". The signature is written in a cursive, flowing style.



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