

Script for Real Estate Buyers

The easy way to find buyers in your area

Seeking Real Estate Buyers

Searching for buyers involves creating accounts on available social networks, collecting names, tracking contact details and initiating calls to gauge interest in purchasing properties.

Conversing effectively with buyers requires patience, confidence and a lot of practice, a well-structured script, which you will study exhaustively.

The script is vital to maintaining focus, ensuring a systematic progression towards a sale, with emphasis on how you say it rather than what you say.

Your success depends on connecting with the buyer, earning their trust, because people interact with those they know, like and trust. Always keep in mind that your goal is to determine the buyer's motivation for purchasing the property.

Opening Line

When cold calling a home buyer, the opening line carries a lot of meaning. When the buyer answers the phone, use this introduction:

Hello, I'm ____, I work with Integrator1.com and we offer land and houses at a good price in El Salvador and with the guarantee that you can exchange it for another property of equal or greater value whenever you want and I call you because around (date) you wanted information (medium) about this program are you still interested?

This concise and transparent opening elicits a quick “yes” or “no” response, clarifying the purpose of the call for the buyer. A positive response allows you to continue the sales process, while a negative response drives follow-up deals, ensuring efficient use of time.

Buyer Objections

Buyers often ask how you got their number. When asked, answer:

- 1) **"It is the information you provided on our site/social site."**
- 2) **We saw a message, comment that you posted on the networks that you are interested in buying (investing, returning, getting to know, etc.) El Salvador.**
- 3) **"Regarding your conversation with our agent 1 week/2 months ago."**

If there is positive or tentative interest in buying, ask about the name of the buyer:

"Excellent! Before we continue, may I know your name?" (Let's assume it's Thomas). **"Nice to meet you (Thomas). Can I call you (Thomas), or is there a preferred name?"**

(Let's assume he prefers Tom.) Using their name, as studies reveal its powerful impact on building trust during conversations. From now on, use their name regularly during the discussion.

Find out who makes the decisions

Next, identify the person who makes the decisions by asking:

"Are you the only one who will be on the deed to this property?"

Otherwise, ask to speak to that person. Assuming it is, say:

"Excellent. As I mentioned before, I work with Integrator1.com, and we offer land and houses at a good price in El Salvador and with the guarantee that you can exchange it for another of equal or greater value when you want to settle down in El Salvador.

This is the process: I collect the data of what interests you most, share it with my team manager and return with a property that meets your requirements.

Clarifying your actions sets expectations and conveys control over the conversation.

Create Interest

"(Tom), assuming that we find a property that meets all your requirements: what requirements are driving your interest?" How long have you been interested in El Salvador? What do you like most about El Salvador? What are you going to do when you settle down there? Is there a date by which you want to have that house/business? What happens if you don't make it by that date? What price are you considering? How much money do you have to buy? What location are you looking for? Why is that location important to you? Are you going to need a job or are you going to start a business there?

Remember, the greater the interest, the greater your desire to buy. This is ideal for building a relationship of trust, simply show empathy to achieve a meaningful connection. Next, determine how soon they want to buy:

"(Tom), how soon do you want to buy? Is that a deadline or a preference?" What stopped you from doing it before? A quick sale indicates greater motivation.

“Buy your lot with option to exchange” Program

Yes, as you say Tom, one of the biggest problems when buying a property today in El Salvador is choosing the “Location”. There are hundreds of thousands of people who buy a property and when they return to El Salvador to settle down, they do not like that property and these are some of the reasons:

- 1) Construction costs in the area are very high.**
- 2) streets in poor condition, never fixed**
- 3) There are no amenities for you and your family.**
- 4) there are no suitable jobs**
- 5) there is no business or investment environment,**

For these reasons, we created the program “Buy your lot with an option to change” It was designed to help people who dream of having a nice house or business in El Salvador, because it allows them to change their lot or house when they are ready to settle down for other with all the amenities that you want throughout El Salvador

How do you like this program?

Discover the purchasing capacity (if it is a lot)

Next, get details of the payment capacity, (Tom) "Let's talk about this lot. This is a lot with the requirements you want. It has the following characteristics: (300 square meters...) The price is reasonable, they only ask \$___.How does that sound to you?

"Lowering it to \$___ may be a challenge. I will seek approval from my team manager, but can I confirm if that is the most you can offer?"

Suppose the bid is reduced to \$___. "and my team manager approves the purchase, can you imagine making the transfer this week?"

If so, please inform (Tom) of a short wait while you consult with your team manager. Finally, inform Tom of the steps in the process:

Discover the purchasing capacity (if it is construction)

Ask specific questions about what he wants in his dream home or business: **the exterior, roof, electrical, plumbing, structure, windows, floors, kitchen, bathrooms, repainting and the doors of the property.**

After gathering the details, express your gratitude: **"Thank you (Tom), this is valuable information. We have this property that requires some modifications to meet your requirements especially modifying the bathrooms, and buil new rooms, etc. Is it within the price range that you are looking for? Thanks Tom.**

If the price seems reasonable, **"(Tom), I'll seek approval from my team manager, but can you confirm if that's the most you can offer?"**

"(Tom), if my team manager approves this sale of \$___, buying as is. Could you imagine making the purchase this week?" If so, please inform (Tom) of a short wait while you consult with his team manager..

The Easiest and Safest Option

"(Tom), it looks like we need to get to \$____. I know you want to buy it for \$____. I understand you're looking for a fair price and my company is looking for a modest profit. My goal is a win-win deal for both.

Tom, you mentioned that you want your house in El Salvador by (Date), which you have (__# years / month) to do, you say that you have savings (\$\$\$) and if you leave those in the bank (\$\$\$) HOW MUCH CAN YOU HAVE IN THE BANK (\$\$\$\$\$) TO BUY YOUR HOUSE after those (__# years / month)?

With the "Buy your lot with exchange option" Program you can save nine times faster than at the bank. You pay the lot now and your lot already paid up is the 10% down payment on your house, the bank lends 90%. The bank puts in 9 times more than you and does not earn any capital gain, you with 10% earn 100% of the capital gain.

WITH WHICH OPTION CAN YOU BUY YOUR HOUSE IN LESS TIME?

Why do 98% of the rich put their money in Real Estate?

The key is in Leverage, Cash Flow, Capital Gain and Credit. When was the last time that for every dollar you invested earned 900%?

ACTIVITY	Bank Savings \$	Real Estate Investment \$
Bank Savings / Down Payment	20,000	20,000
Initial value	20,000	200,000
Leverage	0	90%
60 mo deposits or payments	+ \$30,000	- \$30,000
Interests / Renta, AirBnB	500	\$60,000
Inflation / Estimated Capital Gain	- 4%	Plusvalia (¿?)
Estimated Final Value	\$48,500	\$430,000

Good news, (Tom)! Approved in \$____. A lawyer will call you to inform you of the next step. Do you have someone who can see the property and be your agent in El Salvador? Do you have any questions about what we talked about today? Remember that we will change the land for you when you return to El Salvador and really find the perfect place you want. Here I send you my name and phone number in case you need to call me. Thank you for giving me time to talk to you

Affiliate Network Joining Invitation

Our affiliate network can be all 5 billion social media users around the world, My job is to create accounts on all social sites and publish the properties we sell. You will be paid for each qualifying transaction 3 business days after the company receives the funds.

The goal is to contact 20 new people every day (100 people per week), help 10 people out of the 100 new people invest or become "Affiliates".

The key to earning a 6 to 7 figure income is to help your Affiliates repeat your work, they will earn the same money that you earn in personal production but you will earn the group payment of all your affiliates up to the 4th generation, look at next table:

TOTAL PAYABLE PER EACH BUYER: \$1000	YOU	GEN1	GEN2	GEN3	GEN4
YOUR NETWORK STARTS HERE...	1	10	100	1000	10,000
Payment to you for each Buyer	\$500	\$200	\$100	\$100	\$100
Payment to you for each Generation	\$500	\$2000	\$10,000	\$100,000	\$1,000,000
Year to Date:	\$500	\$2500	\$12,500	\$112,500	\$1,112,500