

1 📞 INTRO — SET THE FRAME

GOAL: Learn fast if they're serious

"Saw you filled out our form about selling **[Property Address]**. I'll ask a few questions to understand your situation, then run it by underwriting. If we agree on a price today, are you open to moving forward?"

2 🗨️ NEED VS. WANT

"Do you need to sell, or are you mainly seeing what price you can get?"

✔️ **NEED → CONTINUE**

Find out **why** they need to sell. Move into Discovery.

⊗ **JUST LOOKING → PULL BACK**

We specialize in owners who need **speed & certainty** — usually when traditional selling isn't ideal. We can close quickly.
"What made you fill out the cash offer form in the first place?"

3 🔍 DISCOVERY — FIND THE REAL MOTIVATION

🏠 **Property**

- Vacant / occupied / rented?
- Roof / plumbing / foundation condition?
- Major repairs needed?
- Liens / back taxes?

💖 **Motivation**

- Why sell? Why now?
- How long thinking about it?

🕒 **Timeline**

- When do you need this sold?
- Is there an actual deadline?

⌚ **Distress — Dig Deeper**

- How far along is foreclosure / probate / divorce / lien issue? Any official notices?
- Important dates or deadlines? What happens if you don't sell?

👥 **Competition**

- Talking to agents or other buyers?
- Any offers already?

4 ⚠️ CONSEQUENCE + DESIRED OUTCOME

GOAL: Feel the pain of not selling vs. the upside

PAIN

"If this doesn't sell in the next 30–60 days, what happens?"

UPSIDE

"If everything went perfectly — right price, right timing, smooth closing — what would that do for you?"

5 📋 RECAP

"So just to make sure I understand..."

- You're dealing with **[PROBLEM]**.
- You're trying to avoid **[CONSEQUENCE]**.
- You want to sell by **[TIMELINE]**.
- Ideally you want **[OUTCOME]**.

6 🛡️ PRE-HANDLE OBJECTIONS

GOAL: Surface the objection before the offer

"If we came to a price that worked, is there anything stopping you from selling?"

Spouse / partner Other owner Probate / attorney Repairs Tenant Existing contract Waiting on something

GOAL: make sure they understand ARV vs. a traditional sale vs. an MX cash offer *before* they hear your number.

↘ Two paths to a closing — say it out loud

TRADITIONAL SALE

Rehab \$\$ → Selling costs → 90–180 days → Showings → Inspection → Possible renegotiation → Financing risk

MX CASH OFFER

As-is → No rehab → No commissions → No closing costs → 7–30 days → Cash → Certainty

↘ ARV Requires Rehab

"To get the maximum ARV, you'd first have to rehab it into retail condition."

- Money upfront + additional time
- Unexpected repairs can come up
- ARV ≠ today's as-is value

🕒 ARV vs. Actual Market

"Even after rehab, depending on the market, you may still sell below the max projected ARV."

- Potentially **15–20% below** projected ARV
- Rehab never guarantees max ARV

\$ Cost to Sell Traditionally — "what you actually net after selling costs"

- Rehab costs
- Up to **6%** agent commissions
- ~**5%** closing / selling costs
- Holding costs — taxes / insurance / utilities

WITH MX

- No rehab · No commissions
- No seller closing costs
- As-is purchase

📅 Timeline

Traditional: **90–180 days**

MX: **7–30 days**

"Roughly 7–30 days with us vs. potentially 90–180 traditionally."

👁 Showings + Inspections

- **TRAD.** Repeat showings, strangers in the home, buyer inspection, repair requests / renegotiation
- **MX** No showings, no repairs, no renegotiation — purchase as-is

🔒 Cash Certainty

TRAD. BUYER Depends on a mortgage — financing approval, appraisal, lender requirements — loan can be delayed or fall through

MX Cash purchase — no loan contingency, no lender approval, no financing risk — faster, more certain closing

🔑 KEY POINT: "We don't just compare our cash offer against ARV. We compare what you actually walk away with after time, repairs, and selling costs."

Then ask: "Any questions regarding any of those points?" → If no: **"Perfect. Let me take everything you've given me to underwriting and see what we can get approved."**

8 UNDERWRITING

Put seller on hold → run the numbers

CASH OFFER — OUR ONLY PATH

- Fast · As-is · No repairs / fees
- Closing costs covered
- 7–30 day closing



9 CASH OFFER

"The simplest option is cash."

- As-is · No repairs · No fees
- Closing costs covered · Close quickly

"The net to you would be around \$_____."

STOP TALKING — let them respond first



10 TEMP CHECK

"So — does that number work for you to move forward today?"

PRICE OBJECTION — C.I.V.R.

1 · CLARIFY

"What number were you expecting? What's that based on?"

Comps vs. emotional #

2 · ISOLATE

"So if we put price aside, are timeline/terms/process ok?"

Confirm price is the **ONLY** objection

3 · VALIDATE

"I understand — nobody wants to leave money on the table."

Don't argue with their number

4 · REFRAME + CLOSE

"If I can get \$___ approved, are you 100% ready today?"

Get commitment before you raise the offer

If they're price shopping

"We're not trying to be the highest offer — we're trying to be the best solution."

Bring them back to: **SPEED + CERTAINTY + AS-IS + NO FEES + NO REHAB + EASY CLOSE** → "If the number works, what's stopping you from moving forward today?"

☑ The 6 Things You Need — don't pitch until you know these

1

Why are they selling?

2

Why now?

3

Property condition

4

Timeline / deadline

5

What happens if they don't sell?

6

What number gets the deal done?