Text Color Key

Blue Text= Your Company Representative (This is you speaking)

*Black Italics= Representative/explanations or actions*

Red Text &/or<>= Variable Information

**New Property Acct call script and Answers to Questions on the call - (Your 1st call)**

*INITIAL CALL OUTLINE*

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Have your NPO in the M1 software up and ready to fill out before you take the call. Should you get the call without notice, ask the caller to hold for 30 seconds and bring it up on your computer.

* Taking a call as it comes in.

This is < Your Name > with < Your Company Name > in Business Development, and you’re calling regarding our property management services?

OR

* Returning the first call:

Hi this is < Your name > with < Your Company Name > Property Management Services is this < Owner name > and you called regarding our management services?

If they ask what is your management fee or how much will my house rent for, go to number **1 or 2. ( See Below )** Then after you answer them say **“*By the way”*** and go back to where you left off on the script to take back control. “By the way” is the vehicle that allows you to keep control of the conversation.

Great to meet you! How long have you owned the property?

**Great…**

Are you living in the property or is it rented?

By the way, what is the best contact number in case we get disconnected?

And your e-mail so I can email information on our services we provide?

 What are the three things you’re looking for in a management company?

 **Those are critical for sure…**

Put in notepad in NPO whatever they tell you

By the way, how did you hear about us?

Can you tell me a little bit about your property and then I can go over what our services consist of; sq. ft., bed, bath, etc.

**Terrific…**

Go to the NPO and fill in all the information, especially the highlighted yellow areas so you can do a CRA.

What are your 2 biggest concerns or fears in renting out your property and why are you looking to have your home managed?

Answer these in brief only; you will get into depth in power point presentation. Put these two biggest fears in your notes in the NPO, so you always will remember what their personal hot buttons are. *(Critical)*

Since we have leased and repaired over 10,000 houses in 31 years and managed thousands of properties, we will be able to handle your biggest fears or concerns which I’m sure is important to you correct?

**Awesome**

By the way, our next step would be to set an appointment later today or tomorrow to go over the Certified Rental Rate what time is best for you today 2 or 4 or tomorrow 9 or 10am.?

If the rental rate is within the scope of what you were expecting and competitive to the marketplace, then we need to set up to do a 45-minute Presentation on all our services which we conveniently do over the internet to save you time, and we can schedule right now. Which is better for you? <Early in the afternoon or late afternoon >? <X or X time>? Great! < X Time> and if you can’t make it, please call < Your number > as I am going to set that time aside especially for you.

* *Send owner first e-mail with links on E1 (you can customize this)*
* *Work up CRA and Rent Range analysis right then to be ready for when you call them back as it only takes 5 min. If you are limited on comparable, you can use our external 3rd party source called Rent Range or your MLS. (Rent Range is a 3rd party, extra fee of $10.00)*

**The three main questions you may be asked before you can get into your services are the following:**

1. **What is your management fee?**

Ans: That’s a great question, and I’ll get to that, but the question you really need to ask if you’re interviewing management companies is what is our**:**

* Eviction rate – it’s less than < X% > in the < x > properties we’ve managed
* Our Occupancy rate is < X% > over < X > years, owners nor us like vacancies
* Fix pricing on maintenance items to keep owner cost as low as possible
* How long does it take to rent your property? –Our average is < X > days, but we do rent properties in less than 72 hrs. with our pipeline of qualified residents
* Also, you want to ask, does the management company back the resident if they default on rent? We do for the life of the resident with our eviction guarantee
* Our Management Fees range from < X % > to < X% > depending on the number of services you want and level of service, but the details of each is a much lengthier conversation that we’ll have at our next meeting.
* By the way < Go back to where you left off in this script and don’t take a breath >
1. **How much will my house rent for?**

Ans: Excellent question let me get some of the amenities of your property, and I will work up a Certified Rental Appraisal, so you know what the real rent rate is with a quality resident, long-term lease and large security deposit as I’m sure you want to be accurate in knowing what the rent rate is, correct?

Some experts tell us that the price you see in MLS and internet properties for rent is 14% less than that they actually rent for. That’s the sticker price just like on our car but what it rents for is never published. So, on a $2000 rent, an owner would be getting almost $300 a month less than what you see posted on the internet. Would that affect your cash flow if that happened to you? When they say yes then you say

* By the way < Go back to where you left off in this script and don’t take a breath >
1. **Why are your management fees are higher?**

The difference between basic service and full service after taxes is a mere buck and half a day net. Which is more than made since we don’t have a maintenance repair surge charges on repairs

**Question from the caller: What makes you different from other companies I’ve talked to?**

1. We have 7 guarantees (give example of just one)

**Response Guarantee:** If you call and we don’t respond to you via phone or e-mail within 24 business hours or less we will waive that month’s management fee

**Our Fee Guarantee:** If you find a lower fee we will match it and give another 5% off the monthly management fee

**Resident Guarantee:** We will pay for the eviction, attorney, and court cost if resident defaults for any reason for the life of a resident. Our eviction rate is less than 1% of 10,000 properties rented.

**Rent Processing guarantee:** If we don’t mail your rent within 5 days’ business of receipt of the rent we will waive our management fee for that month

**Marketing guarantee:** We will call you each week when your property is up for rent, or we will waive our management fee when the property rents. In addition, we will e-mail out to over 7000 of our past, current and prospective so your property rents faster

**No Mark-Up On Maintenance Guarantee:** We not only guarantee that we will never make a markup on repairs, but we also have set pricing that our vendors must agree to so we keep your maintenance cost low. We will pay for the repair if we ever make a profit on maintenance that’s how serious we are about keeping your maintenance costs in check

**Inspections Guarantee with Photo:** We will do an exterior inspection every month and take a picture of the front of the property so you can view on your portal and in addition we will do an annual inspection with multiple or we will waive our management fee that month.

1. We make no markup on maintenance repairs when occupied
2. We pay for evictions on our full-service plan
3. We guarantee to check the outside of your property once a month with a photo, or your management fee is free

**Question from the caller: What do your services cost or what is your management fee?**

Caller: “What does this service cost me?”

You: “Great question and it really boils down to the services that you want to have. Here, at <<company name>>, we offer two packages a basic package for $99 a month (In Org Cty $175 ) for the first year, and then it bumps up to 7% the 2nd year; the 2nd package is 10% of the monthly rent.”

Caller: “What are the differences between the two packages?”

You: “There are three main differences between the two packages,

 **- First,** at 10% we offer monthly exterior inspections with a photo of the yard. This is uploaded to your owner portal each month. This does a couple of things; it allows you to see your property and have confidence that we are doing our job as we promised. Secondly, it shows the resident that we are monitoring the property. Kind of like the cop under the freeway sign that you drive by every day, you know he will be sitting there waiting to catch you speeding, so you set your cruise control every day! If we see anything that violates the resident’s lease agreement such as the lawn turning brown, we will issue a violation on the spot with at $50 fine. We will send you a notification of the violation as well as a notification once the violation is resolved. I am sure this is important to you since you will be relocating out of state and have some concerns regarding your home,

**doesn’t it?**

 **- Second,** at the 10%, we offer an annual inspection based on the anniversary month of when you signed your contract. Example if you sign in the month of September, every September we will conduct an inspection of your home. This inspection starts in the front yard goes through the home and concludes in the rear yard. A 15-page report with photos is then generated and sent to you. The purpose of this report is to show you the condition of the home and allows for us to ensure the home is being maintained properly. Should we find any reasons for concerns, we will address them at this time and notify you.

 **- The third** major difference is our Eviction Guarantee. At the 10%, should the resident we placed in home default on the rent for any reason, we will cover the cost of the basic eviction fees for the life of the resident. We handle it from start to finish. With the basic package, should an eviction need to be filed we would call you to remit the funds. The cost of an eviction is currently $800-$1200. Additionally, you will pay for any trips to the property at $50 a visit to post notices, etc. Essentially, it becomes an ala-carte package, and we end up bothering you more frequently.

With our full-service plan, what we’re really selling is a lifestyle where you get a hassle-free experience and the peace of knowing your property and residents are taken care of,

**which I’m sure is important to you right?**

**Question from the caller: How much will my property rent for?**

I will complete a Comparable rental analysis to find out what the rent range is on your property, by the way, what were you hoping for in rent?”

**If they still want to know more about your services before you close on the next step, then tell them in brief about our services**.

We start by:

-Setting a certified rental rate, (Rates on the internet and MLS are 14% off what homes actually rent for according to some experts).

-Set up the marketing strategy on your property.

- We will have our property inspector inspect your property to see what it needs in order to be rental market ready.

- We will then lease the property, process all applications on residents, draw up all the legal papers, and collect all the monies and put prospective residents through our 16-point guaranteed screening process.

- Once leased we will do all the accounting each month; the resident pays us electronically, we then deduct our fee and repairs if any. Afterwards, we send your rent check to your bank account electronically, and you are sent an e-mail that your rent has been paid

- You can view your accounting statement showing rents, repairs, invoices, and photos on your personal portal 24/7 from your desktop or smartphone, so there is total transparency with us.

- Our Management Fees range from < X % > to < X% > depending on the number of services you want and level of service, but the details of each level is a much lengthier conversation that we’ll have at our next meeting.

So, our next step in the process would be to set an appointment later today or tomorrow to go over the Certified Rental Rate. Which is better for you? < Early in the afternoon or late afternoon >? < X or X time >? Great! < X Time > and if you can’t make it, please call < Your number > as I am going to set that time aside especially for you.

**Second Call to go over CRA and Set Appointment**

Hi this is < Your name > with < Your Company Name > Property Management Services is this < Owner name >?

 I completed all my research and have all the numbers to go over with you so you can see what the market is showing us as a rental rate on your property, do you have a couple minutes.

I have 2 sets of data I want to go over with you. First, in our internal certified data where these are residents of < Your Company >. They have passed our very stringent qualifying process, they have large security deposits and have signed a one-year lease, or more so this is certified data.

The second set of data I have is outside data where we know what the rents are, but we don’t know how they were qualified so sometimes the prices could show a little higher rate, but it still gives us some solid information to go on.

So first let me go over our internal certified data.

I have compared your property to 3 other properties that are close in proximity, square footage, bedrooms, bathrooms, and amenities.

Once I did all the adjusts the market has indicated an average rent rate of <Your Amount > with a start rate of < Your Amount > and a low rental rate of < Your Amount >. The average time to rent a property in this area is < Your Amount >

Now our external rent rate is showing an Average of < Your amount in Rent Range >.

So after I look at your property, I will be able to do a final rental rate by the way what days are best for you for an appointment to view your property and go over our services < > or < >.

What time works best for you < > or < >.

Great I have you confirmed for that time and If anything comes up be sure to contact me as I will be setting that time aside for you.

See you soon!