

Agent:

Hi, my name is [Your Name & Brokerage], and I'm calling to speak with the owner of [Property Address].

Homeowner:

"If you have a buyer, we can talk. If you're trying to list the house, don't waste your time."

Agent:

"I am sure agents are flooding your phone wanting to list your property and I know that's frustrating, however, I'd like to tell you about something that I can guarantee no other agent has ever shown you before."

Homeowner:

"Okay... What is it?"

Agent:

"Remember when you bought your home? Remember how frustrating the process is when placing offers and you don't know what you're competing against and you lose out on properties? The process is very frustrating for a buyer, but it's much worse for a seller. Think about it, if buyers are guessing, that means sellers are leaving money or better terms on the table."

"My team uses Homesale.plus—a transparent online platform where buyers compete in real time to give sellers the most money and best terms in two-weeks or less. Buyers, sellers, and agents can see all offers in real-time and make adjustments instantly. We use an artificially low price to create excitement quickly, driving every buyer in the market to your home. From there, buyers compete against each other, knowing exactly what they need to do to win. In the end, the most motivated buyer wins, and you know you haven't left any money or better terms on the table. Best of all, when you accept an offer, there is zero commission out of the price you accept on the platform. And you're never obligated to accept any offer."

Homeowner:

"How do you get paid?"

Agent:

"The buyer and their agent know upfront that they are competing to show the net of commission, and that the commission will be added to create the contract price the buyer pays."

Most importantly, when you accept an offer, you know there is zero commission coming out. It does not factor in your mortgage, taxes, etc."

Homeowner:

"If my home doesn't sell, do I owe anything?"

Agent:

"No—we assume all the risk. You have nothing to lose."

Homeowner:

"If I start with a low price, won't buyers think that's my home's worth?"

Agent:

"Not at all. Buyers understand market value. A strategic price attracts competition, driving offers higher. When buyers compete, sellers win. And again, it's two-weeks or less and you're under no obligation to accept anything."

Homeowner:

"This is interesting. Can you send more information?"

Agent:

"Of course! Let's set a time to go over everything in detail—I'd love to show you how this works."