

Wholesale cold calling script

Illustrative wording to adapt to an approved calling programme. Use accurate identity and source details, respect contact preferences and record a request to stop.

Opener

Hi, is this [owner name]? I am [your name] from [business]. I am calling about [property address]. Is this a suitable time for a quick question about your plans for the property?

If the owner agrees

Are you considering selling, or are you planning to keep it? End politely if the owner declines. Record a request to stop and use the campaign suppression process.

Qualification questions

Condition: What repairs or updates would someone need to plan for?

Timing: If you chose to sell, when would you want that to happen?

Reason: What would make a sale useful for you?

Ownership: Are there other owners or property obligations to account for?

Expectations: Would you prefer to discuss the property before considering an offer?

Agree the next step

Would a conversation with [team member] about the property make sense? We can review what you have told me and explain the process. Does [time and time zone] work? Which contact method do you prefer for the confirmation?

Six objection replies

Not interested: Understood. Thank you for your time.

Where did you get my details? Give the actual approved source; escalate if you cannot explain it accurately.

What can you offer? I cannot confirm an offer on this call. The team must review the property first.

I already have an agent: Thank you for letting me know. Record representation and follow the approved process.

Call me later: Which day and time would be convenient? Record the agreed timing.

Stop contacting me: Understood. Record the request and suppress further outreach through the campaign process.

Handoff notes

Record the owner's actual answers, uncertainty, contact preferences and agreed next step. Avoid assumptions about distress or private circumstances. Confirm ownership and transaction details through the appropriate next reviewer.