

sample script – how to call a property owner whose property is listed for rent

This sample script is to be used when prospecting to owners with listed properties that are either vacant, or will soon be vacant, and are being advertised as available.

who is the prospect and how do you know them?

It is recommended that, prior to calling the owner, you check the agency's database of past clients, including rental property owners, tenants, vendors, purchasers, and any clients who have contacted the agency. Most agencies find that, over the years, they would have had contact with the majority of property owners within their market area.

when do I call them?

Call the property owner when their property is listed for rent and being advertised.

what do I say?

Hello, this is (Name) from (Agency). I'm currently reconnecting with our past clients who are listed on our database. I see that you had a rental property at (Address).

Do you still have that property?

Client: Yes, I do.

Wonderful. We have noticed an alarming trend in our market area. We have found that a high percentage of rental properties are under-rented. This not only costs the property owner money in lost earnings, but affects the overall rent value across the marketplace.

We would love to offer you a no obligation rental market appraisal to provide you peace of mind that your property is being rented at its optimal market rate.

Is your property currently managed by another agent?

Client: Yes, it is.

That's ok, we offer this as a free service. We have found that other agencies' lack of market knowledge is inadvertently affecting the returns we can achieve for our property owners. As I said, this is a free market rental appraisal that offers you peace of mind.

At this stage, the owner will more than likely advise that their property is currently vacant.

Wonderful, we can collect the keys from you or you can arrange for your current agent to loan us the keys so we can conduct the appraisal. What is suitable for you?

Can I just check that the details we have on file are accurate and current?

Name:

Email:

Address:

Is that also your postal address?

Phone home:

Phone work:

Mobile:

Have you made any improvements to your property since purchasing it?

What is your property currently renting for?

Do you have any other rental properties? We would be more than happy to also appraise them so you can have the same peace of mind that they are also achieving optimal market rent.

If yes – take property details.

Would you also like me to arrange a no obligation sales market appraisal? I can ask one of our sales consultants to join me when I conduct the rental appraisal?