

Fello

# THE CASH OFFER PLAYBOOK

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SCRIPTS AND TIPS TO CLOSE THE DEAL

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# Quick Tips From CEO Ryan

The scripts in this playbook are a great starting point, but I encourage you to make them your own, practice with a partner, and get comfortable using them till there's no objection that trips you up.

On my team, we always start with *"I saw you inquired about selling your home, tell me more about what's going on,"* instead of *"I saw you requested a cash offer..."*

A cash offer is just one way a seller can sell their home. Keep bringing the homeowner back to "selling your home."

**The most important question to ask is:**

*"If you had to choose one, what is more important to you when selling your home: Speed and convenience OR netting the most money?"*

This will help tell you the homeowner's mindset and priorities. The deeper you go into these conversations, asking more questions about where they'd go, why, etc., the more likely you'll be able to uncover their true motivation, better serve them, and close the deal.

At Fello, we're always happy to help every agent learn, grow their businesses, and get more listings.



**Ryan Young**

Co-Founder & CEO, Fello  
Owner of The Young Team



# Types Of Cash Offer Programs

If you don't have a cash offer program, starting one can seem overwhelming — but trust us, it's not. Below, we've outlined several tried-and-true methods for starting your cash offer program, several that CEO Ryan has executed himself. Best of all, none of them include you buying the property 😊

## 1. Selling to an iBuyer

iBuyers use underwriting tech to make immediate cash offers on homes. They partner with homeowners and agents to purchase homes for cash, fast. Sometimes agents can white-label the iBuyers offering to their brand. Each iBuyer operates a little differently, and they don't buy in every market. These are some of the most popular, and many brokerages also have a cash offer arm. Some companies to check out:

**Opendoor**

**homeward**

**Offerpad** 🏡

## 2. Selling to an investor

In a **regular or rental dominated area**, use public records and MLS data to find the properties that are owned by LLCs and recently sold for cash — these are the investors or “flippers.” Make your pitch: “I see you own a few properties in the area. If I come across an opportunity that wants a cash offer to move quickly, potentially below market, would you be willing to make an offer?” You’re creating a “buy box” of investors who may pay cash for your properties, and you can assist in listing their renovated properties!

In a **luxury market**, you’ll want to connect with investors with portfolios of luxury vacation rental properties (we know this isn’t everywhere). Find the owners via county data or Vrbo and present your script: “If I can give you opportunities below market value so you can expand your portfolio, would you be comfortable making a cash offer on a property before it goes to market?” These luxury rental investors are now backstopping your cash offer program.

## 3. Guaranteed sale program

A guaranteed sale program is a combination of cash offer and tradition listing. Homeowners are given a guaranteed cash offer for their home, and at the same time, the property is listed on the open market. The dual approach lets homeowners test the market to see if they can secure a higher price from a traditional buyer, while having the security of a guaranteed offer from an iBuyer or investor.





## 4. Worry-free listing program

Some real estate agents offer a worry-free listing program, which generally includes these four components:

1. The agent offers flexible commission packages to meet whatever the seller's goals are, and help them choose the best option to sell the home quickly for the most money
2. If the homeowner sells the home themselves, and pays their agent nothing while still getting support from the agent/team.
3. The seller can accept an instant cash offer, which can allow the homeowner to sell fast or choose the best way to sell their home.
4. The homeowner can cancel the agreement any time — no long-term contracts. If the agent/team doesn't sell the home, the homeowners have an out.



# Call Scripts

Here are some of our favorite scripts and redirects to help you uncover homeowners' true motivation, get them in that "dream state," and most importantly, keep them focused on selling. Flex your scripting muscle so these lines become second nature.

Hello [Lead Name],

This is [ISA or Agent Name] at the [Team Name]. How are you?

*I saw you inquired about selling your home, and we're excited to help.*

*When would you ideally like to have your home sold.*

## Most important questions to ask:

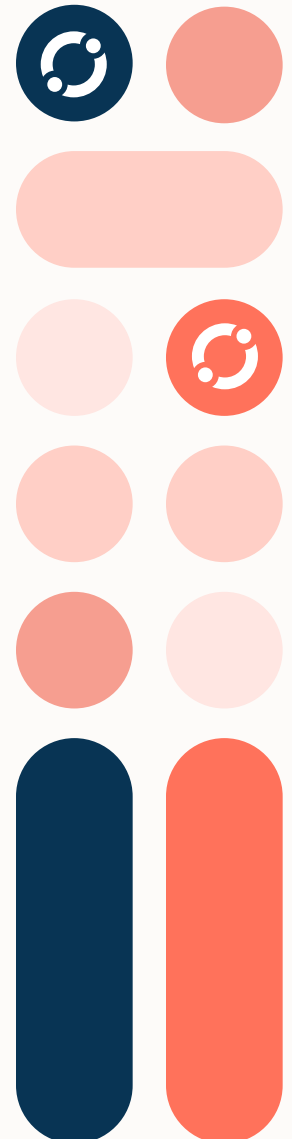
- "If you had to choose one, what is most important in the sale of your home: Speed and convenience OR netting top dollar?"
- "If you're unable to find a cash offer that makes sense, will you end up renting the home or interviewing agents for the job of getting it sold?"

## Get the homeowner to open up to uncover their true motivation:

- "If you were to accept the offer, where would you go?"
- "That's a great area. What do you specifically like about it?"
- "What would be your ideal selling timeline, if you were to accept the cash offer?"
- "What number makes financial sense for you to accept the offer?"

## Close the deal, let them know there's more:

"I'm excited to bring you all the options we offer, including the cash offer you are requesting and some on-market strategies that will help you accomplish your goal of selling your home for top dollar."



# 14 Pre-Qualification Questions You Need To Ask

- 1 Tell me a little about why you're considering selling your home?
- 2 What is most important to you in the sale of your home, a quick, stress-free process or the highest value?
- 3 Have you considered listing your home on the market?
- 4 Tell me a little about why you're looking for a cash offer for your home today?
- 5 Have you received any other offers for your home?
- 6 Are you open to negotiating the price for a cash offer? (if offer program is negotiable)
- 7 Tell me about your home in its current condition.
- 8 Do you have any outstanding mortgages or liens on the property?
- 9 What number makes financial sense for you to consider selling your home?
- 10 Are you going to interview other agents for the job of getting your home sold?
- 11 What are the top three things you love most about your home?
- 12 What are the top three things you're looking for in the agent you chose to help sell your home?
- 13 Are you familiar with the process of selling a home for cash?
- 14 What is your ideal timeline for closing the sale?



# Text Scripts

Texting is a great way to reach out to homeowners who have requested a cash offer valuation. 98% of text messages are opened, and 45% get a response\*! These scripts will help you get the convo started.

## Texting an Old Lead:

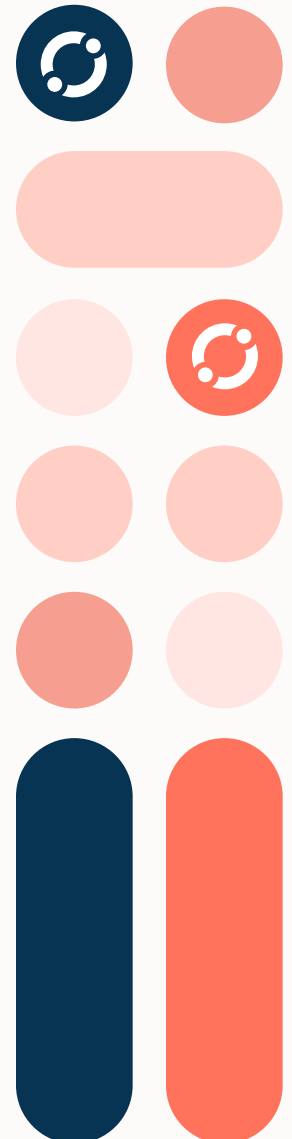
Hi **[Lead Name]**, you reached out a while ago. Did you ever end up selling your home?

*I know it's a long shot, but if a buyer was willing to pay over market value, would you be open to having a conversation?*

## Texting a New Lead:

Hi **[Lead Name]**, I saw you just inquired about selling your home. Ideally, when would you like to have your home sold?

**[If the response is no / negative >]** I'm only asking because I have several buyers looking, and very few homes are for sale. If you can get over market value, would you be open to having a conversation?



\*SMSComparison.com, 2024



# Standard Operating Procedure

## Upfront Cash Offers

In an upfront cash offer situation, this is how the homeowner prefers to sell their property. Follow this Standard Operating Procedure (SOP) flow to proactively close the deal.

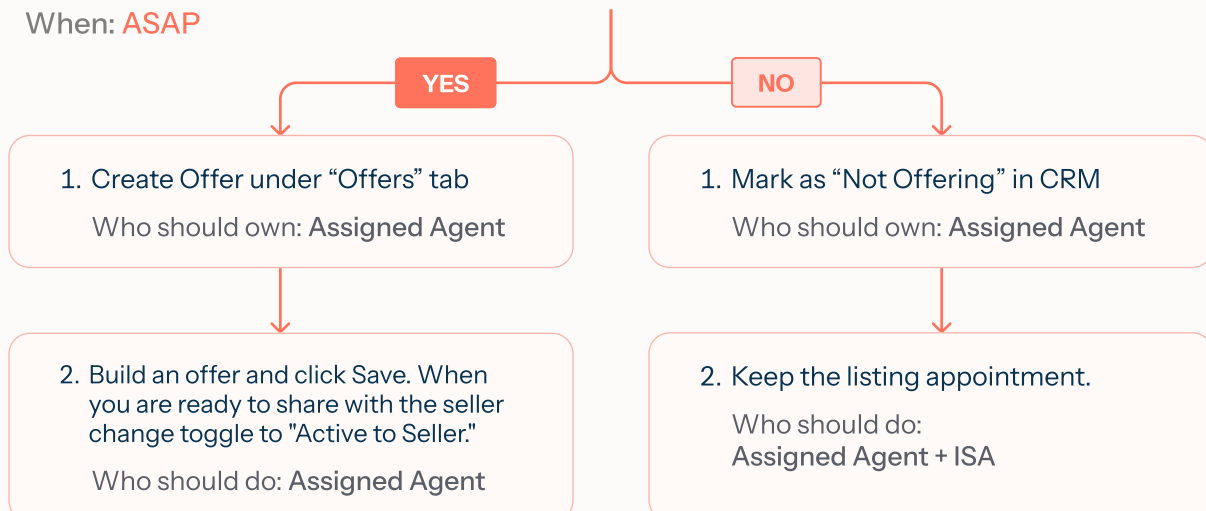
### 1 Lead Status: **Is the listing appointment set?**

When: **ASAP**



### 2 Lead Status: **Are there offers from third-party sellers?**

When: **ASAP**



# Standard Operating Procedure

## Upfront Cash Offers

In an upfront cash offer situation, this is how the homeowner prefers to sell their property. Follow this Standard Operating Procedure (SOP) flow to proactively close the deal.

3

Lead Status: **Is the seller moving forward with the cash offer?**

When: **ASAP**



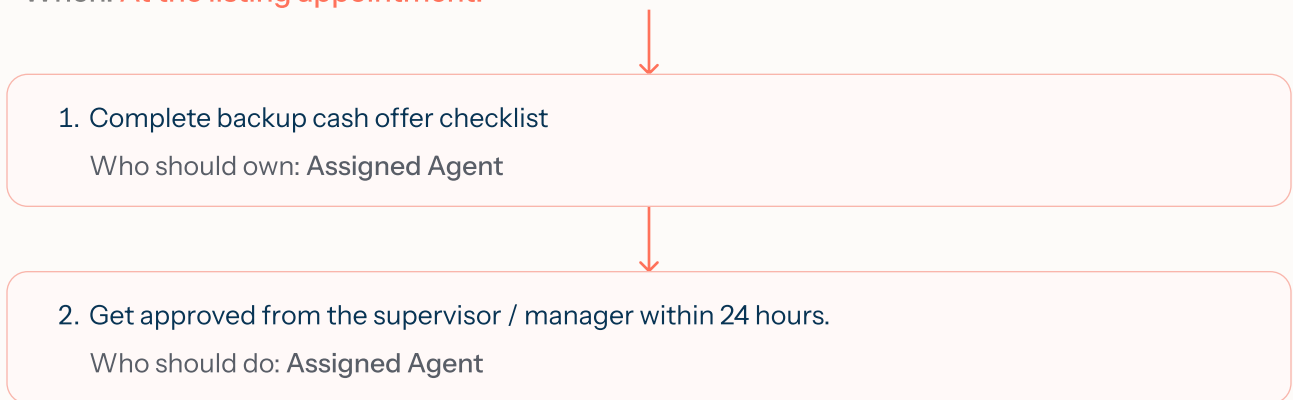
# Standard Operating Procedure

## Backup Cash Offers

With a backup cash offer, the homeowner is considering multiple ways to sell their home, such as worry-free listing or guaranteed seller program. This Standard Operating Procedure (SOP) flow will guide you through the process, regardless of the situation.

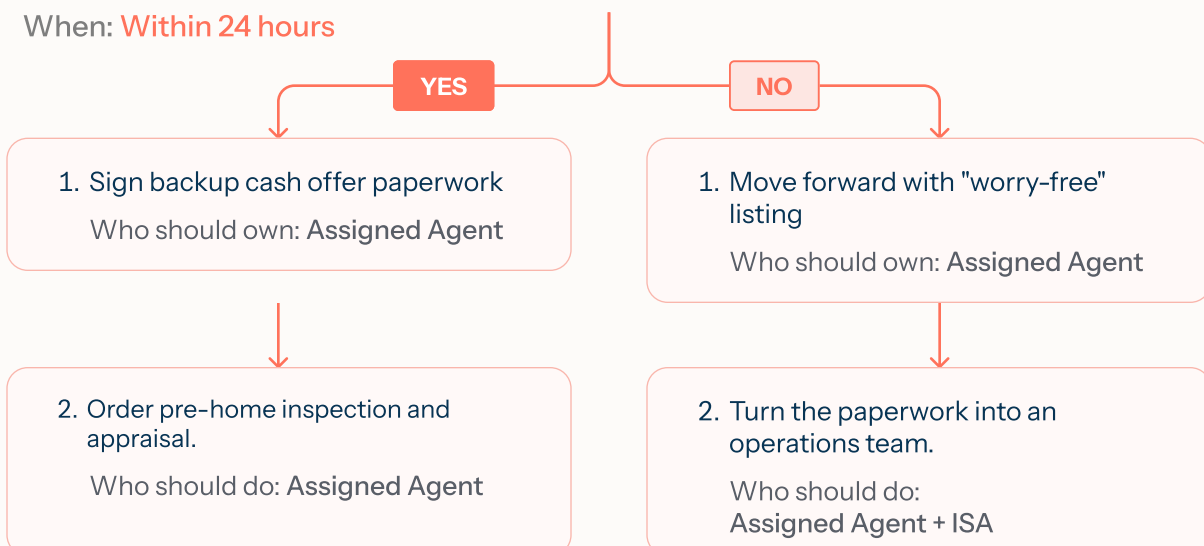
### 1 Lead Status: **Does the seller want the final number with a backup cash offer?**

When: **At the listing appointment!**



### 2 Lead Status: **Is the seller moving forward with the backup cash offer?**

When: **Within 24 hours**



# Standard Operating Procedure

## Backup Cash Offers

With a backup cash offer, the homeowner is considering multiple ways to sell their home, such as worry-free listing or guaranteed seller program. This Standard Operating Procedure (SOP) flow will guide you through the process, regardless of the situation.

3

Lead Status: **The pre-market inspection is completed!**

When: **Pre-market!**

1. Require all repairs must be made by seller

Who should own: Assigned Agent + ISA

2. Add pre inspection and repairs completed to file

Who should do: Assigned Agent

4

Lead Status: **The pre-appraisal is completed and has met value!**

When: **Pre-market!**

1. Add pre-appraisal, etc. to file and MLS

Who should own: VA

2. Automation





# How Fello Supercharges Your Cash Offer Program To Get You **More Leads**.

Our cash offer marketing features a suite of automations and dynamic content to help you reach more homeowners, on autopilot. Here's how it works:

## 1. Send cash offer valuation emails and postcards

With Fello integrated with your database, choose the homeowners you want to contact and send them branded emails and postcards, encouraging them to get an instant cash offer valuation on their property!

## 2. Fello optimizes behind-the-scenes

Fello automates the postcard and email send, and dynamically changes the content of every email and postcard to increase deliverability, opens, clicks, and scans.

*In one week, CEO Ryan's team had **165** cash offer requests and **11** listing appointments!*

## 3. Watch your Fello dashboard for scans and clicks!

You'll be able to see every homeowner in your database who requests a cash offer valuation. Also, if you're missing address data, this is a great way to fill in the blanks.

## 4. Follow up with the hand raisers!

Now that you can see who is interested in knowing how much they could get in cash for their home, use the scripts and tips in this playbook to get some listings and close some deals!

Book a personalized demo at [hifello.com/demo](https://hifello.com/demo)





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