



# CERTIFIED DISTRESSED PROPERTY EXPERT®

## Sphere of Influence (SOI) Rescue Calls

Some CDPEs call these informational calls, value calls or market adjustment calls. Regardless, the goal is the same. You need to call everyone in your entire sphere of influence (every client, past client, friend, vendor, associate, etc.) and let them know you specialize in distressed properties. They may know someone now, or may speak to someone soon, who is in trouble with their property and may need your help.

Following are two rescue call scripts and example dialogues to help you get started:

### EXAMPLE 1

**CDPE:** Hi, [INSERT NAME]. I know you're busy, and I don't want to take a lot of your time, but I have known you for years and you know a lot of people in the community, so I wanted to call and offer my help. With everything that's going on in our market and the economy, there are a lot of people who are in financial trouble, and they may be having trouble with their homes. I wanted you to know that in addition to [INSERT YOUR TRADITIONAL SPECIALTY], I also focus on helping homeowners who may be facing foreclosure or are upside-down on their mortgages and don't know what to do.

**Contact:** Well, I do know someone. The problem is that they told me that they're upside-down on their property, and another agent already told them that there is nothing anyone can do for them. They know the bank is going to take their house.

**CDPE:** You know, a lot of people believe that and unfortunately so do a lot of agents. The truth is that your friend might still have a chance if we act quickly enough. There are ways to avoid foreclosure and if I could talk to you friend for a few minutes, I could get an idea if one of the strategies I have might work for them. Would you like me to call them and see?

**Contact:** Well sure. I know that they would do anything to get out of the mess they're in. Let me get their information for you.

**CDPE:** Sounds great. You also may want to call them and let them know I'll be reaching out to them. I really appreciate you giving me this information, and I know they will also.

**Contact:** OK. Here is the number. I will call them in the next five minutes and let them know you'll be calling. By the way, as we have been talking, I just thought of someone else you could call ...



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## EXAMPLE 2

CDPE: [Same intro as above.]

Contact: Actually, I'm really embarrassed to say this, but I have missed two payments on my mortgage since it adjusted four months ago. I really have no idea what I can do but I think it may be hopeless. We have two mortgages and my house needs a new air conditioner.

CDPE: I can understand that you may feel you're out of options. But I've found that most people I talk to actually do have options, and many times even solutions to get them out of foreclosure. When can we sit down to go through your situation and figure out what our next steps should be?

Contact: Can you come by tonight?

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It really is this easy. Many CDPEs find that once they start making these calls, they have so many distressed property opportunities that they don't need to do anything to get additional business.

When you sit down to make these calls, have three things in front of you:

1. Your phone list or database
2. A pad of paper
3. Thank you notes with a stack of business cards.

It is recommended that you call your contacts. Gather a list of people to call first. Don't call them as you get them. This will keep you focused, and provide your contacts with time to let the people they recommended to you know you will be calling.

As you complete each call, sign a thank-you note, add a couple of business cards and address it to the person you talked to. Include a note that says:

*"It was great talking to you today. If you think of anyone looking to buy or sell real estate, let me know. We are always looking to help clients in any situation."*

CDPEs have found that this strategy not only boosts their distressed property business but their other specialties as well. When was the last time an agent called anyone just offering their help?

Make Rescue Calls a part of your lead generation routine today!