

## Chapter 6 Managing the Inbound Flow of Accepted Offers

Follow along with the DVD as we listen to Jill's phone calls from people calling in to sell their property because they received our letter. Then watch as I interview Jill and ask her all about how to connect with the customer, gather the necessary information, and explain process to the customer to prepare for the acquisition. (And some great buying strategies from Jill!)

Here is what we cover:

What's going through the land owners head?  
What do they do on the internet to check your credibility?

The four responses to expect from mailer recipients:

- 1) They Sign and send back the Purchase Agreement
- 2) They call to complete the deal and get their money. What do you need to ask? (Use Jill's detailed Acquisition Form available on the data disc)
  - a) Size/county/APN – Get Basic Information
  - b) Who owns property? – Is it the person on the phone?
  - c) What is the tax situation? (So you have an idea but will confirm on your own.)
  - d) What is situation or why are you selling now? How much expecting? In any hurry to sell? "Do you just want to get rid of it?"
  - e) Any other info about parcel
  - f) Any OTHER parcels for sale?
  - g) Name - email - phone # for me to call back after further review
- 3) They call to negotiate a better price and get their money; same checklist, same steps – "I need to do my homework and come up with my valuation."
- 4) They call to express dissatisfaction in your valuation of their priceless asset (Think of being the "convenience store of land acquisitions".)

Plus) Lots of years have passed and just found the letter  
It happens all the time; wife found letter after husband passed on, etc...

Most sellers just want to know you're a regular person who's going to complete the transaction as you've described.