DEALIFY

FREE RESOURCE — 2026 EDITION

The Wholesale Negotiation Script Book

35 proven scripts for every seller situation — from cold calls to closing. Handle any objection with confidence and close more deals.

35
Scripts
7
Situations
∞
Deals

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What's Inside

CHAPTER 1

The Cold Call Opener

You have 8 seconds. These scripts get sellers curious instead of defensive.

SCRIPT 1A The Friendly Neighbor

"Hi, is this [Name]? Hey, my name is [Your Name] — I'm a local real estate investor. I'm not a realtor, and I'm not trying to list your house. I just buy properties directly from homeowners sometimes and skip all the fees and hassle. I noticed your property on [Street] and wanted to reach out — is that something you'd ever consider?"

💡 Why it works: "I'm not a realtor" removes the #1 objection before they can raise it. Ending with a soft question reduces pressure.

SCRIPT 1B The Problem-First Opener

"Hi [Name], quick question — I know this might be out of the blue, but are you in a situation where you'd consider selling your property on [Address] if the price and terms were right? We work with a lot of homeowners who need flexibility — no repairs, no showings, close on your timeline."

💡 Why it works: "If the price and terms were right" is a low-commitment yes — most sellers will say yes even if they're not serious yet.

SCRIPT 1C The Empathy Lead

"Hi, is this [Name]? I won't take much of your time — I'm reaching out because we've been helping homeowners in [Area] who are dealing with [inherited property / vacancy / repairs] get a fast, fair cash offer without any of the usual headaches. Does that sound like something that could be useful to you right now?"

CHAPTER 2

Motivated Seller Qualification

Ask these questions in the first 5 minutes. If they're not motivated, don't chase them.

THE TIMELINE QUESTION

"If everything worked out perfectly, when would you want to be out of the property and have cash in hand?"

🎯 Under 90 days = highly motivated

THE CONDITION QUESTION

"On a scale of 1-10, how would you rate the condition of the property? 10 being move-in ready, 1 being it needs everything."

🎯 Under 6 = deal opportunity

THE PRICE ANCHOR

"What would you need to get out of the property to feel like this was a win for you? I want to make sure I don't waste your time."

🎯 Let them anchor first — always

THE MOTIVATION DIG

"What's the main reason you're considering selling now as opposed to, say, six months ago or a year from now?"

🎯 Their answer tells you everything

🚨

Red Flags — Walk Away If You Hear These

❌ "I want full market value"
❌ "I'm just testing the market"
❌ "My realtor told me it's worth..."
❌ "I have 3 other offers already"

CHAPTER 3

The Price Objection Playbook

The most common deal-killer. These scripts keep the conversation alive.

OBJECTION "Your offer is way too low."

YOUR RESPONSE

"I completely understand — and I respect that. Can I show you exactly how I got to that number? The way I calculate offers, I have to account for repairs, holding costs, and my profit margin. If the numbers change — like if repairs come in lower — so does my offer. What if we walked through it together?"

💡 Strategy: Transparency builds trust. Walk them through your math — most sellers have never seen how an investor calculates value. It shifts the frame from "you're cheap" to "let's solve this together."

OBJECTION "My neighbor sold theirs for $50K more."

YOUR RESPONSE

"That's great for your neighbor! Here's the thing — their sale price was probably after repairs, with an agent, and after 3-4 months on market. By the time you pay 6% commission, closing costs, repairs, and carrying costs, you'd net significantly less than that number. My offer is what you'd actually walk away with, in cash, in [timeline], with zero hassle. What's your walkaway number?"

OBJECTION "I'll just list it with a realtor."

YOUR RESPONSE

"Absolutely, that's a valid option. But let me ask — what's your timeline? If you need to sell in the next 60 days, the traditional route is risky. Average days on market in [Area] is [X] days, and then there's inspection, appraisal, buyer financing falling through... I can close in 14 days, guaranteed. Is the certainty worth anything to you?"

CHAPTER 4

"I Need to Think About It"

SCRIPT 4A — Uncover the Real Objection

"Of course — take all the time you need. Just so I can be helpful, what specifically do you want to think through? Is it the price, the timeline, or something else? That way if I can address it now, great, and if not, you'll know exactly what to focus on."

SCRIPT 4B — The Soft Close

"No problem at all. My offer is good for [X] days. Can we schedule a quick follow-up call for [specific day]? I want to make sure you have everything you need to make the right decision."

SCRIPT 4C — Fear of Missing Out

"I understand. I should mention — I'm looking at 3-4 properties in your area this week and can only close on one. I'd hate for you to miss out if you decide next week. Would it make sense to at least get a written offer in your hands today while you think it over?"

CHAPTER 5

The Competitor Offer Response

SCRIPT 5A — Verify the Offer

"That's great — congratulations! Do you have that in writing? A lot of investors throw out numbers verbally that change significantly once they do their inspection. If you have a written offer, I'd love to see if I can beat it."

SCRIPT 5B — Win on Certainty

"I won't try to get into a bidding war — that's not how I operate. What I can offer is certainty. We close on time, no surprises, no re-trading after inspection. How confident are you that their offer will actually make it to closing?"

SCRIPT 5C — The Terms Play

"Higher price doesn't always mean more money in your pocket. Let me ask — what are their terms? Financing contingency? Inspection period? I can close in 14 days, cash, as-is. Sometimes the cleaner deal wins."

CHAPTER 6

Closing the Contract

The moment they say yes, your job is to remove every friction point between verbal agreement and signed paper.

THE ASSUMPTIVE CLOSE

"Great — let me get the contract over to you today. I'll send it via DocuSign, takes about 3 minutes to sign. What's the best email address for you?"

Move immediately to logistics. Every second of silence after a yes is a chance for cold feet.

HANDLING LAST-MINUTE HESITATION AT SIGNING

"I can see you're still thinking this through — that's completely normal, this is a big decision. Let me ask you one question: On a scale of 1-10, how ready are you to move forward? Anything less than an 8, I want to know what's holding you back."

This gets the real objection surfaced one final time before you lose the deal silently.

14
Days to close
Always anchor your close timeline — creates urgency

3min
DocuSign time
Make signing feel easy, not scary

$0
Cost to seller
Remind them: no fees, no commissions, no repairs

CHAPTER 7

The 5-Touch Follow-Up Sequence

80% of deals close after the 5th contact. Most investors give up after 2.

1

DAY 3 — THE CHECK-IN

Text or call

"Hey [Name], just following up on our conversation about [Address]. Have you had a chance to think it over? No pressure — just want to make sure you have everything you need."

2

DAY 7 — VALUE ADD

Email or text

"Hi [Name] — wanted to share something useful. I pulled comps for [Address] and the market's [trending / flat] right now. That actually [supports / affects] my offer. Happy to walk you through it — free, no obligation."

3

DAY 14 — THE TRIGGER

Call

"[Name], I have a buyer looking for something exactly like your property — close in, good bones. Is there any scenario where [Address] still makes sense to discuss?"

4

DAY 30 — THE MONTH CHECK

Text

"Hey [Name] — it's been about a month. Situations change — if you're still considering selling [Address], I'm still interested. My offer stands."

5

DAY 60 — THE BREAKUP TEXT

Text — highest response rate

"Hey [Name] — I don't want to keep bothering you. This is my last message about [Address]. If your situation ever changes, I'm here. Wishing you the best either way."

💡 The breakup text often generates the highest callback rate of all 5 touches. The loss of attention triggers action.

BONUS CHAPTER

AI Negotiator Prompts

How to use Dealify's built-in AI to handle these objections automatically — 24/7, in under 2 minutes.

INSTEAD OF MANUAL FOLLOW-UPS

Dealify's AI Negotiator monitors your lead list and automatically sends the right follow-up at the right time — day 3, day 7, day 30 — without you lifting a finger.

Handles 100s of leads simultaneously

INSTEAD OF PRICE OBJECTION SCRIPTS

When a seller replies "your price is too low," the AI Negotiator responds with context-aware scripts — walking them through your math, building rapport, and keeping the deal alive.

Responds in under 2 minutes, any time of day

⚡

Dealify replaces your manual negotiation process

Your scripts, automated. Your follow-ups, handled.

<2min

Avg response time

24/7

Never misses a lead

2.5x

More deals closed

START FREE TODAY

Put These Scripts on Autopilot

Dealify's AI Negotiator handles every objection in this book — automatically, in under 2 minutes, for every lead in your pipeline.

$97
Starter
250 AI negotiations/mo

$197
Pro — Most Popular
Unlimited negotiations

$297
Scale
Team + white label

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