

ESSENTIAL ELEMENTS

Sales Call Script

1 Property Description

Crucial Questions

- Can you tell me a little about your property, is it a house, cabin, townhome or condo?
- What are some features of the home you especially like?
- How many bedrooms/bathrooms?
- Amenities (Hot tub, Gym, Deck, Gameroom, Ski-in-ski-out)?
- Location benefits (Near downtown, Near a lift)?
- Recently updated (Kitchen, Bathroom)?
- What's the address?

Bonus Questions

- How long have you owned this property?
- Are you the only owner?
- Is the property listed online; if so what is the link?
- Is it part of a community/neighborhood?

2 Previous Experience

Crucial Questions

- Have you rented the property before?
- Did you self manage it or was it managed by a property manager?
- Was this manager an individual or a company?
- Do you live on or near the property?
- Where do you live primarily?
- How long have you owned the property?
- How often do you use the property?

Bonus Questions

- What's the name of the company that manages your property currently?
- What is the main reason you are thinking of switching/ hiring a PM?

3 Goals

Crucial Questions

- How much do you want to rent the property out?
- Do you have any goals for the property (% of time rented vs time for personal use)?

Bonus Questions

- Do you consider this property a 2nd home or an investment or both?
- What did you wish was better about how it was/is being managed? What worked? What didn't?



Need more information or coaching? **Get In Touch!**

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4 Buying

Crucial Questions

- *Do you already have a property picked out?*
- *Are you already working with a realtor?*
- *Are you interested in working with a realtor that is an expert in vacation rentals?*
- *Open to a referral to one of our knowledgeable local realtors?*
- *What budget are you working with? What is the most you are willing to spend on the property?*
- *Have you started looking at any specific properties?*

Bonus Questions

- *What kind of property appeals to you? House, cabin, condo?*
- *Looking for a 2nd home or pure investment property?*
- *What is your timeframe for the purchase? 1-3 months, 3-6 months, 1 yr?*
- *Would you be the only owner?*

5 Next Steps

Crucial Questions

- *What is your email address?*
- *What is the best time to reach you on the phone usually?*
- *What are the best #'s to reach you on?*

Bonus Questions

- *When can I have someone from our operations team stop by the property to check it out?*
- *“The sooner we are able to assess your property, the better. If there are some items to fix or prepare, we should know now so we can give you an accurate timeline of how soon you could start renting.”*

Use These 2 ‘Yes’ Tactics to Get a Commitment

- *Set tentative times to stop by ... connect local crew to coordinate*
- *Circle back to owner: “I’m going to send you an email with more info. Please reach out with any questions you have, It’s been a pleasure speaking with you.”*