

Probate Follow Up Script

[OPENER + PATTERN INTERRUPT]

Hi [First Name], this is [Your Name]. I sent you a postcard recently about the property in probate on [Street Name]—the one with the FREE Probate Sales Kit offer. Did you get a chance to see it?

[IF YES - BRIDGE TO ACTION]

Great! So here's what most families tell me after seeing it: they wish they'd gotten it sooner.

Here's why I'm calling: I help families in [Area] sell and close their probate sale, and I learned something that might be relevant to your situation. Do you have 2 minutes?

[SHARE RELEVANT INSIGHT + VALUE]

[Share a specific, valuable insight related to their situation]

So the question is: would it help to have someone walking you through this who's done it? We just need 15-minutes, is now a good time does tomorrow or the weekend work better for you?

[IF NO/UNSURE - CREATE VALUE + URGENCY]

No worries—mail can be unpredictable. Here's the quick version: I specialize exclusively in probate properties, and I've put together a FREE kit that helps families avoid the costly mistakes that eat into estates.

Here's what I can tell you right now: the average probate property in [County] sells for less than it should, simply because families don't know the right pricing strategy for selling as-is probate homes.

I'm happy to send you information like a market report, valuation of recent sales in the area, what the probate sale timeline looks like and how I get homes like this sold. It's free, and frankly, even if you never work with me, you'll know more than 90% of families going through this and if it's easier for you, I can email it over, do you use gmail?

[IF RESISTANT]: I understand. Before I let you go—one question: What's your biggest concern about the property right now? [Listen and offer specific value based on their answer]

IF THE CALL IS PROMISING and you are building a relationship...always ASK FOR THE APPOINTMENT.

“To really give you clear insights, I'm happy to walk the property with you, provide an accurate valuation and discuss all the options available. I can come today if that works for you unless the weekends are better. What do you prefer?

NEVER END A CALL WITHOUT SETTING UP THE NEXT CALL.

“I completely understand. I'll tell you what, I'll do you a favor and check back with you next week. Thanks for your time and I wish you a great day.