



Ice breakers and getting started

GENERIC ELEVATOR SPEECH

What do you do again?

I help families in the senior living industry with the Transition into the senior living communities..... I help the adult children by buying a mom's house in its current condition, without the family having to spend all that time and effort on the clean out and all the updating that needs to go into a typical house sale in the year 2020....

So, you're a realtor?

I'd like for you to think of me differently. See, realtors don't actually buy the house. They only tell the family to get the house ready for the market, to see who is willing to buy it. I'm already very willing to buy it. And I have found that in these situations the family helping mom is overwhelmed with her new care needs and the last thing they want to do in the moment is clean out, and rehab moms old house with their siblings, do you see what I mean?



1. Senior living admissions

Do you ever have a situation where the family wants to move mom in but they can't until the house sells? (yes Phillip, we have a whole file folder over there filled with families just like that).

Great, I find that families really love my service, I buy the house in as is condition and I help with the clean out. I specialize in helping the adult children with the sometimes-overwhelming task of liquidating the house and the stuff, I'd love to help anyone you might be working with right now that is in the same situation.

Can you think of anyone like that right now?

2. The question to a Downsizing Expert.

Do you ever have a situation where at the end of the sale that there's lots of leftover stuff? (Let them answer)

Yes. So much stuff right! The cool thing about me is that I'll buy that house as is and you can leave all those extras behind. No need to pay to have it put in dumpsters and hauled off. (Let them answer)

I figure the hours and Money I could save you in that would allow you to not only be more profitable but also to have more time to go find me the next house for me and you.

You know the cool thing is that you see houses all the time that you might get the clean out job on. I'll pay you for those warm referrals too



3. Medicaid Community

Do you just low ball?

People love what I do so much because I'm very transparent with the numbers. I treat people fairly and base all of my offers on the exact current condition of the home, some are better than others.

I mean you've seen it first hand, more than most I bet. You have seen slightly dated all the way to a hoarder's house situation (which I still buy) I bet. (wait for their answer) You know a thing I like to say is that "looks like mom was an aggressive collector". (Wait for laugh).

Most of my offers come in at 80 cents on the dollar range. But of course, the family won't have to pay and commissions, inspections or long hold costs on that. I can, a lot of times, show them on paper that because my company rehabs houses at scale for a living that my rehab costs will be significantly lower than theirs because of our scale. Therein lies the magic for them and our value add for me. If they can net close to the same number with significantly less effort. ... you can see why they like me....

4. PLACEMENT AGENTS

Do you ever have a situation where the family is completely overwhelmed with the idea of not only moving her into a new community but also the idea of paying for that care? So What I do is work directly with placement agents like you when the family needs help with liquidation of the home and the stuff to create the needed funds to pay for the care. I find that families don't get along well enough to do a great rehab and the idea of them working together and paying for the rehab is not at all what they want to do. Do you find situations like that?

5. Elder Care Attorneys

Do you ever have a situation where the family is having a hard time in making decisions about what to do with mom's house and all of her stuff? (Wait for answers). I have been working with attorneys for years in this situation to help guys like you be able to get that file closed. We do what we say and we have a great reputation in this town for helping families with a simple as is sale of the home. Are you working with anyone like that right now that could use my help?