



THE BROKER CONVERSATION SCRIPT

Word-for-word for investors making their first call.



Why This Call Matters

Commercial listing brokers are incredibly busy and qualify buyers at lightning speed. The first 60 seconds of your conversation can determine if you're seen as a serious contender or a time-waster. *Many brokers are accustomed to working with investors who have a strong residential background, so leverage that experience to your advantage.* This script is designed to help you make a powerful first impression and establish yourself as a legitimate buyer.

A Word-for-Word Script for Residential Investors Transitioning to Commercial Real Estate

This guide gives you a proven script to help residential investors make a powerful first impression with commercial listing brokers, establish credibility, and open the door to deal flow in the commercial market.

Master the first 60 seconds and you'll be seen as a serious buyer, not a time-waster.

What You'll Learn:

1. How to open the call with confidence
2. Questions that establish credibility quickly
3. How to discuss your background without overexplaining
4. What never to say to a commercial broker
5. How to request the right documents the right way
6. Follow-up strategies that keep you top of mind

Use the script, practice it aloud, and prepare to make your first call with confidence.

By showing up as informed, professional, and ready to buy, you'll position yourself to build strong broker relationships and unlock better opportunities.

Before You Dial

Preparation is key to a successful broker call. Ensure you have the following in place:

- **Know Your Buy Box:** Be able to articulate your investment criteria in one clear sentence. *Example: 'I'm looking for value-add, multi-family properties with 50-100 units in the Phoenix metropolitan area, targeting a purchase price between \$5M and \$15M.'*
- **Read the Listing First:** Understand the basic details of the property, its location, and any information provided.
- **Know Your Proof of Funds Story:** Have a clear, concise explanation of where your capital is coming from. *Brokers need to believe you can close.*
- **Set Your Real Goal:** Your primary objective for this initial call is to *secure the Offering Memorandum (OM) and any available financial statements*, and to be added to the broker's active buyer list.

The Script

The Opening:

'Hey, this is [NAME]. I'm an investor over in [YOUR MARKET]. I saw your listing at [ADDRESS] and I'd like to ask you a couple of questions about it. Do you have two minutes?'

The Credibility Line:

'Quick background on me. I've been buying and renovating residential for [X] years, [X] deals, and I'm moving capital into commercial buy and hold. I'm actively looking for [ASSET TYPE] in the [PRICE RANGE] range in [AREA].'

If They Ask About Your Commercial Experience:

'This will be one of my first commercial acquisitions, but I'm not new to real estate. My extensive background in residential investing has equipped me with strong financial acumen and deal analysis skills, which I'm now applying to the commercial sector.'

Getting the OM and Financials:

The Questions That Make You Sound Like a Buyer:

- 'Can you tell me a bit about the seller's story and their motivation for selling?'
- 'What's the current rent roll, and what are the approximate lease terms?'
- 'What is the Net Operating Income (NOI) for the last 12 months?'
- 'Are there any significant deferred maintenance items or capital expenditures on the horizon?'
- 'What are the seller's ideal terms regarding closing timeline and deposit?'
- 'How long has this property been on the market?'

'This could fit what I'm looking for. Can you send over the OM and whatever you have on the financials? T12 and rent roll if the seller has them.'

The Close That Builds Deal Flow:

'One more thing. Whether or not this one works, I'm actively buying [ASSET TYPE] in [AREA] up to [PRICE]. If anything comes across your desk before it hits the market, I'd love to be a call you make.'

What Never to Say

Avoid these common pitfalls that can immediately disqualify you:

- 'What's the price?' (Ask this after you've qualified yourself)
- 'Is this property still available?' (Implies you haven't read the listing)
- 'I'm just looking' or 'I'm just curious.' (Be a buyer, not a tourist)
- 'Can you send me everything you have?' (Be specific about what you need - OM, T12, Rent Roll)
- 'I don't have proof of funds right now, but I will soon.' (This is a deal killer)

The Same-Day Follow-Up Email

Subject: Following Up - [ADDRESS] - [YOUR NAME]

Body:

'Hi [BROKER NAME],

It was a pleasure speaking with you today regarding your listing at [ADDRESS]. As discussed, I'm an active investor focusing on [ASSET TYPE] in the [AREA] market.

I've attached a brief overview of my investment focus [Optional: Link to a one-pager or website].

Please send over the Offering Memorandum and any available financials (T12, rent roll) at your earliest convenience. I'm eager to review them.

Thank you for your time. I look forward to building a relationship and potentially working together on future deals.

Sincerely,

[YOUR NAME]

[YOUR PHONE NUMBER]

[YOUR EMAIL]

[YOUR WEBSITE/LINKEDIN (Optional)]'

After the Call

- **Log Your Brokers:** Keep a detailed CRM or spreadsheet of all brokers you speak with, noting their contact information, the properties they represent, and your interaction history.
- **Underwrite Diligently:** Once you receive the OM and financials, perform your own thorough underwriting. Don't rely solely on the broker's numbers.
- **Follow Up Consistently:** If a deal doesn't pan out, maintain a professional relationship. A polite follow-up email or call can lead to future opportunities. *Remember, consistent follow-up builds trust and deal flow.*

This script is a powerful tool to help you navigate your initial conversations with commercial listing brokers. *Practice it, internalize it, and adapt it to your own style.* By presenting yourself as a prepared and serious buyer, you significantly increase your chances of unlocking valuable commercial real estate opportunities.

Remember, every successful investor started with their first call – make yours count!

Be your best.



Joe Evangelisti

Visionary & Executive Coach

Legacy Builder

Schedule a call at BookingWithJoe.com

