

INFORMATION HOTLINE

Service Classified Ad

FIRST TIME BUYERS

(OPTION 1051)

If you're like most renters, you feel trapped within the walls of a house or apartment that doesn't feel like yours. You're always thinking about how you can get out of this rut and leap the hurdle into homeownership.

If you'd like to break free of the "rental rut" and become a homeowner just as soon as possible, you can order a free list of homes that you can buy with little or no money down in your desired price range and area.

Our free House-Hunter Service specializes in researching and providing you with the latest information about the very best buys of affordable starter homes currently on the market. Our unique, automated service enables you to get priority access to the hottest new listings giving you the competitive edge so that you can save thousands of dollars by finding the best buys before other buyers even know about them. By being there first, you'll be able to negotiate to get the most home for the least amount of money. After all, the best deals get snapped up quickly by smart buyers like you.

Here's how it works. Every evening, our computerized House-Hunter system searches through all new listings from every real estate company, not just ours, that have been listed in the past 24 hours. We review each and every one of these listings in order to find the best buys on the market. From this, we print out a comprehensive "Hot List" which we provide to you free of charge and without obligation.

For example, right now our First Time Buyers "Hot List" identifies a number of affordable starter homes to help you get into the housing market and stop paying rent - forever. We have several, lovely family homes in great neighborhoods, some of which feature large back yards, patios, family rooms, fireplaces, cozy dens, and much more all at affordable prices so that you can break out of the "renters rut" and have a place to call your own.

Our First Time Buyers "Hot List" will help you identify the best buys on the market right now that are in your desired price range and location. We offer this as a FREE community service to help you save money, time, and the inconvenience of searching for just the right property on your own. Remember, our service offers you a way to beat out other buyers before they even know about these listings, saving you up to thousands of dollars so that you can get the most home for the least amount of money. Buyers love our free House-Hunter Service because it doesn't cost them anything to get all the information they need, hassle-free and without feeling obligated.

You can request our free House-Hunter service by leaving your mailing address after the tone, as well as the specific price range and area you are interested in. To ensure we send you the right information to help you in your current situation, be sure to indicate which report you want to receive.

- If you are planning to buy a home within the next 6 months or less, we can send you an updated First Time Buyers "Hot List" each week for up to the next 6 months to help you find the most home for your money. So if you plan to buy your home within 6 months or less, please ask for Report #1.
- If you think it will be longer than 6 months before you buy your home, you probably won't want to receive the First Time Buyers "Hot List" every week so instead we can mail you the latest "Hot List" for the current week to provide you a snapshot of the marketplace. So if you plan to buy your home in longer than 6 months, please ask for Report #2.

Again, to receive your free "First Time Buyers Hotlist", please leave us your mailing address as well as the specific price range and area you are looking in. Please remember to speak slowly and spell any uncommon names.

Thank you for calling, and get ready to leave your message. Here comes the tone.

INFORMATION HOTLINE

Service Classified Ad

ACREAGE

(OPTION 1047)

When you're looking for a home with acreage, having current and accurate knowledge of what properties in the area are listed for is important. Our free House-Hunter Service specializes in researching and providing you with the latest information about the very best buys of lovely homes on 2 - 10 acre lots for under \$200,000 with private locations that are currently on the market.

Our unique, automated House-Hunter Service enables you to get priority access to the hottest, new listings giving you the competitive edge so that you can save thousands of dollars by finding the best buys before other buyers even know about them. By being there first you'll be able negotiate to get the most home for the least amount of money. After all, the best deals get snapped up quickly by smart buyers like you.

Here's how it works. Every evening our computerized system searches through all new listings from every real estate company, not just ours, that have been listed in the past 24 hours. We review each and every one of these listings in order to find the best buys currently on the market of all acreage properties. From this, we print out a comprehensive "Hot List" of homes on 2 - 10 acres that are priced under \$200,000. We provide you with this list free of charge and without obligation.

For example, right now our "Hot List" identifies a number of these acreage properties for under \$200,000 with fireplaces, beautiful views, and privacy in lovely rural settings.

Our "Hot List" of 2 -10 acre properties will help you identify the best buys on the market right now that are in your desired price range and location. We offer this as a FREE community service to help you save money, time, and the inconvenience of searching for just the right property on your own. Remember, our service offers you a way to beat out other buyers before they even know about these listings saving you up to thousands of dollars so that you can get the most home for the least amount of money. Buyers love our free House-Hunter Service because it doesn't cost them anything to get all the information they need, hassle-free and without feeling obligated.

You can request our free House-Hunter Service by leaving your mailing address after the tone, as well as the specific price range and area you are interested in. To ensure we send you the right information to help you in your current situation, be sure to indicate which report you want to receive.

- If you are planning to buy a home within the next 6 months or less, we can send you an updated "Hot List" of acreage homes each week for up to the next 6 months to help you find the most home for your money. So if you plan to buy your home within 6 months or less, please ask for Report #1.
- If you think it will be longer than 6 months before you buy your home, you probably won't want to receive the "Hot List" of acreage homes every week so instead we can mail you the latest "Hot List" for the current week to provide you a snapshot of the marketplace. So if you plan to buy your home in longer than 6 months, please ask for Report #2.

Again, to receive your free "Hot List" of acreage homes for under \$200,000, and please remember to leave us your mailing address as well as the specific price range and area you are looking in. Please remember to speak slowly and spell any uncommon names.

Thank you for calling and get ready to leave your message, here comes the tone.

INFORMATION HOTLINE

Service Classified Ad

ZERO DOWN (PROPERTY LISTINGS)

(OPTION 1043)

If you are interested in buying a home but thought you needed to save \$10,000, \$20,000 or more, this simply may not be true.

If you have a good credit history, steady employment, limited liabilities and the financial ability to handle larger than average monthly mortgage payments you can buy a home with absolutely no money down.

With our new Zero Down Program many homes qualify to be purchased with absolutely no money down and you can receive an up-to-date list of homes that qualify for our zero down program, by simply leaving us your address after the tone. Please remember to specify what price range and area you are interested in. The computerized property printout will be mailed to you absolutely free of charge and without obligation.

To ensure we send you the right information to help you in your current situation, be sure to indicate which report you want to receive.

- If you are planning to buy a home within the next 6 months or less, we can send you an updated hotlist of properties which qualify for zero down each week for up to the next 6 months. So if you plan to make your move within 6 months or less, please ask for Report #1.
- If you think it will be longer than 6 months before you buy your home, you probably won't want to receive the zero down hotlist every week, so instead we can mail you the latest zero down properties for the current week to provide you a snapshot of the marketplace. So if you plan to buy your home in longer than 6 months, please ask for Report #2.

Again, to receive your free "*Zero Down Hotlist*", please leave us your mailing address as well as the specific price range and area you are looking in. Please remember to speak slowly and spell any uncommon names.

Thank you for calling, and get ready to leave your message. Here comes the tone.

INFORMATION HOTLINE

Service Classified Ad

HOME DOWN THE STREET

(OPTION 1041)

Taking a look at what homes in your neighbourhood have sold for is a great way to educate yourself on the marketplace. Knowing what a nearby home sold for can help you determine what your home might sell for if you decided to put it on the market. We can give you this head start by giving you privileged access to a FREE computerized printout of recent Home Sales and Current Listings in any area mailed to you at No Cost or Obligation.

Whether you're planning to move or not, you can request this free service by simply leaving your name and address after the tone, as well as the streets you want to receive information on.

To ensure we send you the right information to help you in your current situation, be sure to indicate which report you want to receive. Again, please leave your name and address so we can mail you the information, and also give us the names of the streets you would like information on.

- If you are planning to make your move in the next 6 months or less, we can send you regular weekly updates of this information for up to the next 6 months which will help you keep up to date as you plan your own pricing strategy. Again, there is no cost or obligation for this service, and if you plan to make your move in the next 6 months or less, you'll find this information to be extremely valuable. So if you plan to make your move within 6 months or less, please ask for Report #1.
- If you think it will be longer than 6 months before you make your move, you probably won't want to receive weekly updates right now, but may still want a snapshot of the market as it stands today. So if you plan to make your move in longer than 6 months, please ask for Report #2.

Again, to receive your free "*Area Home Sales Report*", please leave us your mailing address as well as the specific streets you would like to receive information on. Please remember to speak slowly and spell any uncommon names.

Thank you for calling, and get ready to leave your message. Here comes the tone.

INFORMATION HOTLINE

Editorial-Style Ad ZERO DOWN PROGRAM

(ID # 1025)

If you are currently looking for a home and either do not have enough saved for a downpayment or do not want to liquidate financial assets to use as a downpayment on a home, then industry insiders have great news for you. A brand new home ownership program called The Zero Cash Downpayment Program, which has just been released, offers you a way to buy a home with absolutely no money down. That's right zero downpayment. You may have owned a home before and are presently renting or you are a first time homebuyer and need a way to break into the housing market. Well with this program you can realize the dream of owning your own home with zero downpayment.

Let's take just a moment to explain to you how easy it is to qualify for the program.

First of all, in order to receive approved credit you will need to have:

- an excellent credit history
- at least 3 years of employment stability
- limited liabilities
- and have the financial ability to carry larger monthly payments

Secondly, it is important to note that you can purchase many types of properties that qualify under the terms of this program. They include:

- detached or semi-detached homes
- free-hold townhomes
- condominium townhomes

Please note also that some properties do not qualify for this program.

To find out more about how the Zero Cash Downpayment Program can benefit you, a special insider, industry report has been prepared outlining what you need to know about how this innovative program can get you into the housing market with absolutely zero downpayment. If you would like to receive your FREE report please leave your address after the tone. Please remember to speak slowly and spell any uncommon names.

Again you must have an excellent credit history, with limited liabilities, at least 3 years of employment stability, and feel that you have the financial ability to carry larger monthly payments to qualify for this program.

● If you are planning to move in the next 6 months or less, you will need to quickly ensure that you qualify for this program and organize yourself to address the issues will affect you eligibility. So if you are planning to move in 6 months or less, please ask for Report #1.

● If you think it will be longer than 6 months before you make your move, you have a longer time frame in which you can make preparations to purchase a home through this program and the choices that face you are broader. So if you plan to move in longer than 6 months, please ask for Report #2.

Thank you for calling, and get ready to leave your message. Here comes the tone.

INFORMATION HOTLINE
Editorial-Style Ad
BUYER TRAPS HOTLINE SCRIPT
(ID # 1018)

Buying a home is a major investment no matter which way you look at it. But for many homebuyers, it's an even more expensive process than it needs to be because many fall prey to at least a few of many common and costly mistakes which trap them into either paying too much for the home they want, or losing their dream home to another buyer or, worse, buying the wrong home for their needs.

A systemized approach to the homebuying process can help you steer clear of these common traps, allowing you to not only cut costs, but also buy the home that's best for you.

An industry report has just been released entitled "*Nine Buyer Traps and How to Avoid Them*". This important report discusses the 9 most common and costly of these homebuyer traps, how to identify them, and what you can do to avoid them.

You can request a free copy of this special report by simply leaving your name and address after the tone. Please remember to speak slowly and spell any uncommon names.

To make sure that we send you the right information to help you in your current situation, be sure to indicate which report you want to receive.

- If you have a history of good credit or have greater than \$3,000 down, and a combined annual household income of greater than \$30,000, ask for Report #1.
- If you have a history of poor credit, or have less than \$3,000 down, or have a combined annual household income of less than \$30,000, ask for Report #2.

Thank you for calling, and get ready to leave your message. Here comes the tone.

INFORMATION HOTLINE

Editorial-Style Ad

SAVE THOUSANDS HOTLINE SCRIPT

(ID # 1014)

If you're like most homebuyers, you have two primary considerations in mind when you start looking for a home. First, you want to find the home that perfectly meets your needs and desires, and secondly, you want to purchase this home for the lowest possible price.

When you analyze those successful homebuyers who have the experience to purchase the home they want for thousands of dollars below a seller's asking price, some common denominators emerge. Negotiating skills are important, but there are three additional key factors that must come into play long before you submit your offer.

This topic has been the subject of extensive analysis by industry experts, and a summary of their findings, and a specific step-by-step purchase plan for homebuyers, can be found in a new special report called "*Homebuyers: How to Save Thousands of Dollars When You Buy*".

This free report outlines the psychology of how a seller sets their asking price, and gives you 3 simple steps to follow, before you even set foot in a seller's home, which will ensure you are able to successfully slash thousands of dollars off the price of the home you want.

You can request a free special report which has been prepared to explain the issues involved by simply leaving your name and address after the tone. Please remember to speak slowly and spell any uncommon names.

To make sure that we send you the right information to help you in your current situation, be sure to indicate which report you want to receive:

- If you have a history of good credit or have greater than \$3,000 down, and a combined annual household income of greater than \$30,000, ask for Report #1.
- If you have a history of poor credit, or have less than \$3,000 down, or have a combined annual household income of less than \$30,000, ask for Report #2.

Thank you for calling, and get ready to leave your message. Here comes the tone.

INFORMATION HOTLINE

Editorial-Style Ad

NEW HOMES HOTLINE SCRIPT

(ID # 1010)

Although most homes for sale are resales, one out of four homebuyers purchases a new home. Which is better: existing or new? The right answer, of course, is up to you. Both resales and new homes offer advantages. Existing homes are less expensive on average, and are generally closer to, and enjoy the warmth and surroundings of established neighbourhoods with mature landscaping.

New homes, on the other hand, offer innovative use of space, greater energy efficiency and choices of options and upgrades. Everything is new and modern.

Most people consider both new and existing homes before they decide to purchase.

A new, special insider report entitled, *"New Homes - 10 Tips to Save You Time and Money"* has just been released which identifies invaluable tips to save you time and money when purchasing a brand new home. Also revealed are little-known buyer advantages that most builders may not tell you such as homes built on speculation for sale on the last lots which could save you money or allow you to choose more upgrades.

You can request a free copy of this special report by simply leaving your mailing address after the tone.

To make sure that we send you the right information to help you in your current situation, be sure to indicate which report you want to receive.

- If you are planning to make your move in 6 months or less, you'll need to act quickly in order to take advantage of some of the little known tips available to new homebuyers, please ask for Report #1.
- If you're planning to make a move in 6 months or longer, the options open to you and the programs you can take advantage of are a little broader. So if you are planning to move in 6 months or more, please ask for Report #2.

Again to receive your free copy of this report please leave us your mailing address after the tone. Please remember to speak slowly and spell any uncommon names.

Thank you for calling and get ready to leave your message, here comes the tone.

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INFORMATION HOTLINE

Editorial-Style Ad

13 EXTRA COSTS HOTLINE SCRIPT

(ID # 1008)

Whether you're looking to buy your first home, or trading up to a larger one, there are many costs - on top of the purchase price - that you must figure into your calculation of affordability. These extra fees, such as taxes and other additional costs, could surprise you with an unwanted financial nightmare on closing day if you're not informed and prepared.

Some of these costs are one-time fixed payments, while others represent an ongoing monthly or yearly commitment. While not all of these costs will apply in every situation, it's better to know about them ahead of time so you can budget properly.

Remember, buying a home is a major milestone, and whether it's your first, second or tenth, there are many small but important details, not to mention stress and excitement, to deal with during the process. The last thing you need are unbudgeted financial obligations in the hours before you take possession of your new home.

To help homebuyers understand what these extra costs are, and in what situations they may apply, a free industry report has been prepared called *"13 Extra Costs to Be Aware of Before Buying a Home"*. You can request a free copy of this report by simply leaving your mailing address after the tone.

To make sure that we send you the right information to help you in your current situation, be sure to indicate which report you want to receive.

- If you are planning to buy in the next 6 months or less, there are certain issues you'll need to take action on immediately in order to avoid unnecessary costs. So if you plan to make your move within 6 months or less, please ask for Report #1.
- If you think it will be longer than 6 months before you buy or sell, the issues that will affect you, and the choices you can make, will be a little broader. So if you plan to make your move in longer than 6 months, please ask for Report #2.

Again to receive your free copy of this report please leave us your mailing address after the tone. Please remember to speak slowly and spell any uncommon names.

Thank you for calling and get ready to leave your message, here comes the tone.

INFORMATION HOTLINE
Editorial-Style Ad / Classified Ad
10 QUESTIONS HOTLINE SCRIPT
(ID # 1006)

Just like not all doctors are equally qualified to treat you, not all real estate agents are the same. If you decide to seek the help of an agent when selling or buying your home, you need some good information before you make any moves. Whether you decide to sell or buy a home on your own, or hire a real estate professional to handle it for you, there are certain key facts that can literally save or cost you thousands of dollars. Picking the right agent is one of these critical issues.

To help homesellers deal with this issue, a special report has been prepared by industry experts which gives you the specific questions you should be asking to ensure that you get the best representation for your needs. The report is called *"10 Questions to Ask Before You Hire an Agent"*.

You can have a free copy of this report mailed to you by simply leaving your mailing address after the tone. Please remember to speak slowly and spell any uncommon names.

To make sure that we send you the right information to help you in your current situation, be sure to indicate which report you want to receive.

- If you are planning to make a move in the next 6 months or less, there are some issues you'll need to address right away to ensure you get the best representation. So if you plan to make your move within 6 months or less, please ask for Report #1.
- If you think it will be longer than 6 months before you make a move, the issues you will address and the choices you can make will be a little broader. So if you plan to move in longer than 6 months, please ask for Report #2.

Again to receive your free copy of this report please leave us your mailing address after the tone. Please remember to speak slowly and spell any uncommon names.

Thank you for calling and get ready to leave your message, here comes the tone.

INFORMATION HOTLINE

Editorial-Style Ad

INSPECTION HOTLINE SCRIPT

(ID # 1003)

According to industry experts, there are over 33 physical problems that will come under scrutiny during a home inspection when your home is for sale. A new report has been prepared which identifies the most common of these problems, and what you should know about them before you list your home for sale - not after.

Whether you own an old home or a brand new one, there are a number of things that can fall short of requirements during a home inspection. If not identified and dealt with, any of these items could cost you dearly in terms of repair. That's why it's critical that you read this report before you list your home. If you wait until after you list your home for sale and the building inspector flags these issues for you, you will almost certainly experience costly delays in the close of your home sale or, worse, turn prospective buyers away altogether.

In most cases, you can make a reasonable pre-inspection yourself if you know what you're looking for. And knowing what you're looking for can help you prevent little problems from growing into costly and unmanageable ones.

To help homesellers deal with this issue before their home is listed for sale, a free report entitled "*11 Things You Need to Know to Pass Your Home Inspection*" has been compiled which explains the issues involved. If you are planning to put your home on the market within the next 12 months, you should request a free copy of this report by simply leaving your name and address after the tone. Please remember to speak slowly and spell any uncommon names.

To make sure that we send you the right information to help you in your current situation, be sure to indicate which report you want to receive.

- If you are planning to sell your home in the next 6 months or less, there are several steps you'll need to take immediately in order to prepare your home for sale. So if you plan to make your move within 6 months or less, please ask for Report #1.
- If you think it will be longer than 6 months before you sell, the options you have and the choices you can make will be a little broader. So if you plan to sell in longer than 6 months, please ask for Report #2.

Thank you for calling, and get ready to leave your message. Here comes the tone.

INFORMATION HOTLINE

Editorial-Style Ad

COSTLY HOMESSELLERS HOTLINE SCRIPT

(ID # 1000)

Industry studies reveal that there are 7 common costly mistakes that most homeowners make when selling their home. Because of vast changes in the real estate market over the past decade, the traditional ways of selling homes have become increasingly less and less effective in today's market. The fact of the matter is that fully three quarters of homesellers don't get what they want for their home and become disillusioned and - worse - financially disadvantaged when they put their home on the market.

These 7 deadly mistakes can cost you literally thousands of dollars if you're not aware of them but, the good news is, each and every one of them is entirely preventable.

In answer to this issue, industry insiders have mapped out a 9 step system that will ensure you get your home sold fast and for the most amount of money.

You can request a free special report which has been prepared to explain the issues involved by simply leaving your name and address after the tone. Please remember to speak slowly and spell any uncommon names.

To make sure that we send you the right information to help you in your current situation, be sure to indicate which report you want to receive.

- If you are planning to make your move in the next 6 months or less, you'll need to organize yourself quickly. However, even within this short time frame, there are many issues you can address to ensure your home presents itself in the best light. So if you plan to make your move within 6 months or less, please ask for Report #1.
- If you think it will be longer than 6 months before you make your move, there are a greater number of issues you can address. Within this longer time frame, the choices that face you are a little broader. So if you plan to make your move in longer than 6 months, please ask for Report #2.

Thank you for calling, and get ready to leave your message. Here comes the tone.

USP / PROPERTY TREE

Script to Market a Property and Offer a FREE Information Package

SCRIPT TEMPLATE

Thank you for calling the <<Agent Name>> Homehunter Hotline <<Test NOT revealing
Address of Property>>

At the conclusion of this message I will explain how you can receive a free information package including a copy of this listing.

This <<now make them want this listing by hitting their emotional hot buttons. Describe the emotional features of the property without including too many physical characteristics which may disqualify it. For example, don't say "2 bedroom" because your prospect may want 3. Remember, your ONLY objective with this hotline script is to get prospects to leave a message.>>

We have arranged for several different home loans for this home, many of which require as little as zero down payment.

You can receive a free information package, including all the details of this home, information on financing and how you can buy a home for no money down, plus a special report on the 6 biggest mistakes that buyers make and how you can avoid them.

To receive your FREE information package, simply leave us your mailing address after the tone and we will mail it out to you free of charge and without obligation.

Remember, you can return to the main greeting at anytime by pressing the # sign.

Thank you for calling the <<Agent Name>> Homehunter hotline. Get ready to leave your message. Here comes the tone.

USP / PROPERTY TREE

Script to Market a Higher Priced Property and Branch to Homehunter Service and Area Home Sales Report

SCRIPT TEMPLATE

Thank you for calling the <<Agent Name>> Homehunter Hotline about the property at <<Street Address of the Property. Note: if the specific address of this listing is a turn off, omit the specific street address and associate it instead with the closest desirable area.>>

This fully detached 2 storey brick home is situated on a quiet tree-lined street and is surrounded by a large, private, child-safe fenced yard.

This lovely home has four spacious bedrooms upstairs, and several large rooms on the main floor including an elegant formal dining room, a bright living room with hardwood floors, a private main floor den with french doors, a large family room with a cozy fireplace, and a family-sized eat-in kitchen with ceramic tile, built-in appliances and a french door walk-out to a custom cedar deck.

We have arranged for special financing on this home so that instead of needing the usual down payment, you can buy this home with as little as zero down payment.

If you would like to receive a free computerized printout of << Address >>, you can leave your mailing address at the end of this message and we will mail it out to you free of charge.

If << Address >> doesn't sound like the perfect home for you, you can access our free Homehunter service and receive by mail a computerized printout of all hot new listings that match your home buying criteria, from all real estate companies, mailed to you absolutely free of charge. For more information on our free homehunter service, with access to hot new listings, please press 1 now.

If you are considering selling your home, you'll likely be interested in knowing what your home is worth. Our current home sales report takes a look at what homes in your neighbourhood have sold for. To receive a free computerized report of home sales in your area, please press 5 now.

So, once again, you can receive a free computerized printout of homes that match your criteria by pressing 1, and you can receive the free area home sales report which reveals actual home sale prices in your neighbourhood by pressing 5.

Remember, if you would like a free listing printout of << Address >> mailed to you, you can do so at the tone by leaving your mailing address.

To speak to us directly, simply press "0" at any time, or just hang up and call us back at 000-0000.

To return to the main greeting, wait for the tone and press the # sign.

Thank you for calling the <<Agent Name>> Homehunter hotline. Get ready to leave your message. Here comes the tone.

USP / PROPERTY TREE

Script to Market a Property and Branch to Distress Sale Hotlist and Zero Down Special Report

SCRIPT TEMPLATE

Thank you for calling the <<Agent Name>> Homehunter Hotline about the property at <<Street Address of the Property. Note: if the specific address of this listing is a turn off, omit the specific street address and associate it instead with the closest desirable area.>>

This <<now make them want this listing by hitting their emotional hot buttons. Describe the emotional features of the property without including too many physical characteristics which may disqualify it. For example, don't say "2 bedroom" because your prospect may want 3. Remember, your ONLY objective with this hotline script is to get prospects to leave a message.>>

We have arranged several different home loans for << Address >>, many of which require as little as zero down payment.

We also know of 2 other similar properties in the area that are also eligible for the super low down payment home loans that we can arrange.

You can receive a full listing printout of these homes, complete with pictures, free of charge by simply leaving your mailing address after the tone.

To hear about how you can obtain a free computerized printout of Distress Sale and Bank Foreclosure properties in <<name of area or region >> in any price range you select, please press 7 now.

If you would like information on how to buy a home with absolutely zero down payment, please press 9 now.

You are listening to the <<Agent Name>> Homehunter Hotline. If you would like to speak to us directly, simply press "0" at any time, or just hang up and call us back at <<Agent Telephone number >>.

Again, to obtain a free computerized printout of all Distress Sale and Bank Foreclosure properties in any price range you select, please press 7 now.

If you would like information on how to buy a home with absolutely zero down payment, please press 9 now.

Or, to have a listing printout of << Address >> mailed to you, please leave your mailing address after the tone. To return to the main menu, wait for the tone and press the # sign.

Thank you for calling and get ready to leave your message. Here comes the tone.

USP / PROPERTY TREE

Script to Market a Property Listing and offer Free Homehunter Service

SCRIPT TEMPLATE

Thank you for calling the <<Agent Name>> Homehunter Hotline about the property at <<Street Address of the Property. Note: if the specific address of this listing is a turn off, omit the specific street address and associate it instead with the closest desirable area.>>

This <<now make them want this listing by hitting their emotional hot buttons. Describe the emotional features of the property without including too many physical characteristics which may disqualify it. For example, don't say "2 bedroom" because your prospect may want 3. Remember, your ONLY objective with this hotline script is to get prospects to leave a message.>>

We have arranged several different home loans for << Address >>, many of which require as little as zero down payment.

We also know of 2 other similar properties in the area that are also eligible for the super low down payment home loans that we can arrange.

You can receive a full listing printout of these homes, complete with pictures, free of charge by simply leaving your mailing address after the tone.

In fact, our new free home hunter service can help you get information on all hot new listings that match your homebuying criteria without cost or obligation and without being hassled by a real estate agent. Here's how our free home hunter service works . . .

To receive free listing printouts on homes that match your criteria, simply leave us details about the type of home you are looking for, including price range, style and location and every evening our custom computers will automatically search out the best homes that match your needs, so you will get advanced information about all hot new listings from all real estate companies, and you will get this information before most other buyers even know about them.

So if you are sick and tired of searching through newspapers and having to deal with a real estate agent to get the information you want, then you will love our hassle free home hunter service and, best of all, this service is absolutely free to you because when you find the home of your dreams, all of our fees are paid by the seller, and not by you.

So if you would like us to mail you a listing printout of << Address >>, or if you would like listings mailed to you on other homes that match your criteria, simply leave us your mailing address and a description of the type of home and area you're interested in after the tone. Or, to return to the main menu, wait for the tone and press the # sign.

Thank you for calling and get ready to leave your message. Here comes the tone.

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\$5,000 SAVINGS FOR BUYERS
(OPTION # 8)

If you're like most homebuyers, you have two primary considerations in mind when you start looking for a home. First, you want to find the home that perfectly meets your needs and desires, and secondly, you want to purchase this home for the lowest possible price. Well, we can help you accomplish both of these goals.

Let me first explain the *\$5,000 Home Purchase Savings Guarantee* upfront, and then I'd like to take a few minutes to explain how this unique guarantee fits into the larger picture of the unparalleled services we offer to hundreds of homebuyers in the area - services that you simply could not find anywhere else, and services which cost you absolutely nothing.

Here's how our *\$5,000 Home Purchase Savings Guarantee* offer works: When you become one of our VIP Buyers and find the home you want to purchase, we will negotiate on your behalf to help you purchase this home for at least \$5,000 less than the listed asking price guaranteed, or we will pay you \$500 cash at the closing of the sale. That's pretty straightforward isn't it. And what it means is that you are guaranteed to buy for less money when you use our services and become one of our VIP Buyers.

You see, we SPECIALIZE in helping home buyers like you purchase the home of your dreams for the lowest down payment possible. In fact, right now, we know of several wonderful homes in the area that you can buy with super-low down payments, with monthly payments that are ultra affordable.

We have a unique program for homebuyers that we call our Buyer Profile or House-Hunting Service. This FREE Service provides you with weekly updates of all new homes that match your homebuying criteria absolutely free of charge.

You can receive this FREE service, and become a VIP Buyer, and gain AUTOMATIC access to a number of really important benefits (*including the \$5,000 Home Purchase Savings Guarantee*) that you simply could not find elsewhere. And the best part is that all of the services I provide to help you find the best home for your needs with the lowest down payment home loans are absolutely FREE to you. You see, we are paid by the homeseller if you decide to buy a home, so there's never any cost to you.

To find out more information about this valuable service, please leave your name and telephone number at the end of this message and your call will be returned as soon as possible.

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60 DAYS OR FREE

(OPTION # 6)

While every agent will promise to sell your home, the reality of the real estate market today is that this simply doesn't always happen. The fact of the matter is, the majority of homes listed for sale sit on the market for months, and many of these homes never sell at all. Needless to say, this is highly frustrating to a homeseller like you. But more than this, it can be financially crushing if you're counting on the sale of your home to fulfill some other obligation.

Well, we set ourselves apart from most agents by being accountable to you. In other words, we don't just *promise* to sell your home, we *guarantee* it. Our 60 Days or Free Guarantee is as simple as this: we guarantee to sell your home within 60 days or we will sell it for free. If your home sits on the market for longer than 60 days from the time we list it, we will continue to market it aggressively but charge you zero commission for ourselves. As you can see, we put our money where our mouth is. Instead of making you empty promises, we give you a written guarantee of performance and if we don't live up to this agreement, you pay us absolutely nothing at all. We're taking all the risk so you don't have to, and this gives our many clients much greater peace of mind in the homeselling process.

If you would like more information about our 60 Days or Free Guarantee, please leave your name and telephone number and your call will be returned as soon as possible.

Thank you for calling and get ready to leave your message.

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ZERO DOWN PROGRAM

(OPTION # 4)

If you are currently looking for a home and either do not have enough saved for a downpayment or do not want to liquidate financial assets to use as a downpayment on a home, then industry insiders have great news for you. A brand new home ownership program called *The Zero Cash Downpayment Program*, which has just been released, offers you a way to buy a home with absolutely no money down. That's right, ZERO downpayment. You may have owned a home before and are presently renting or you are a first time home buyer and need a way to break into the housing market. Well, with this program you can realize the dream of owning your own home with zero downpayment.

Let's take just a moment to explain to you how easy it is to qualify for this program.

First of all, in order to receive approved credit you will need to have:

- an excellent credit rating
- at least 3 years of employment stability
- limited liabilities
- the financial ability to carry larger monthly payments

Secondly, it is important to note that you can purchase many types of properties that qualify under the terms of this program. They include:

- detached or semi-detached homes
- free-hold town homes
- condominium town homes

Please note also that some properties do not qualify for this program.

To find out more about how the *Zero Cash Downpayment Program* can benefit you, a special insider industry report has been prepared outlining what you need to know about how this innovative program can get you into the housing market with absolutely zero downpayment. If you would like to receive your FREE report, please leave your mailing address after the tone. Please remember to speak slowly and spell any uncommon names.

Again, you must have an excellent credit history with limited liabilities, at least 3 years of employment stability, and feel that you have the financial ability to carry larger monthly payments to qualify for this program.

- If you are planning to move in the next 6 months or less, you will need to quickly ensure that you qualify for this program and organize yourself to address the issues which will affect your eligibility. So if you are planning to move in 6 months or less, please ask for Report #1.
- If you think it will be longer than 6 months before you make your move, you have a longer time frame in which you can make preparations to purchase a home through this program and the choices that face you are broader. So if you plan to move in longer than 6 months, please ask for Report #2.

Thank you for calling and get ready to leave your message.

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GUARANTEED SALE PROGRAM

(OPTION #2)

Your biggest dilemma when buying another home is deciding whether to buy first or sell first. Either way is risky because you could wind up owning two homes or none at all.

Well, our *Guaranteed Sale Program* solves this dilemma. You see, **BEFORE** you even list with us, we prepare a total market analysis of your home, including a computerized printout of all comparable home sales and current listings in the area. Using this information, together we determine a market value for your home. This also determines your guaranteed price and list price which you receive upfront and in writing before we begin to market your home. Think of this as a better than risk free insurance policy. When you receive this guaranteed price from us in writing, you will have the security of knowing that your home is guaranteed to sell.

This is a really important guarantee for you as a homeseller, and you win no matter what happens. Let me explain:

- In the unlikely event that your home does not sell within the 120 day period, we will buy your home ourselves for the upfront guaranteed sale price we set together
- but you're doubly protected, because if you receive an offer on your home that is higher than the guaranteed sale price, you get the higher offer, not us.

So we're taking all the risk. You know your home will sell, and you know you will always get to benefit from the highest offer (whether it's my guaranteed sale price, or a higher offer from an outside buyer).

When you access our Guaranteed Sale Program, you can look for your next home with much greater peace of mind. When you see a home that you like, you can immediately place a firm cash offer since you now know how much your home will sell for and when you will get the money.

The best part about our Guaranteed Sale Program is that you eliminate the usual stress and worry that most homesellers have: no conditional offers, no emotional roller coaster, no chance of getting stuck owning two homes. Our *Guaranteed Home Sale Program* makes the house hunting process a lot more fun because you know your home is guaranteed to sell.

If you would like to receive a free special report all about our Guaranteed Sale Program, please simply leave us your mailing address at the end of this message. Thank you for calling and get ready to leave your message.

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Sample Main Greeting

Hi, this is <<Agent Name>> and thank you for calling my 24 hour Homehunter hotline. If you would like to speak to me personally, you can be connected to my office at anytime by entering "0" or you can call me back at <<Agent Telephone Number>>.

If you would like a FREE computerized printout of what homes in your neighbourhood have sold for within the past 6 months, please press 5.

Homebuyers can receive by mail a FREE computerized printout of all new property listings that match your exact criteria. To find out how to get priority access to hot new listings as they come on the market, please press 1.

If you would like to receive by mail a FREE computerized printout of Distress Sales and Bank Foreclosures within <<specified area>>, please press 9.

To receive information on how to buy a beautiful home with as little as zero down payment, please press 4.

If you're calling about a home listed in the newspaper, you can enter the 4 digit property ID# at any time.

Remember, you can press "0" to talk to me and press the # key at anytime to return to the main menu.

Thank you for calling the <<Agent Name>> Homehunter Hotline and please make your selection now.