

## Manufactured Homes Discovery Sales Script

### Greeting:

"Hey, good [Morning/Afternoon], this is [Your Name] with USA Mobile & Manufactured Home Sales. How's your day going?"

### Introduction:

"I'd love to answer any questions you have about how this all works and help you find the perfect home. Which home are you calling about today, and how did you hear about us?"

### Explanation of the Process:

"Just so you know, we specialize in manufactured homes on leased land. Basically, you buy the home, and the land is leased to you, so there's a monthly lot rent you'd pay."

### Benifits

"At this time talk about all the benifits like all the amenities, no HOA, no real estate taxes, no capital gains on when you sell.etc!"

### Getting to Know the Buyer:

"Is this home for you, or are you shopping for someone else?"

"Are you looking for a community that's all ages, or something more like a 55+ community?"

"Do you have a specific area or city in mind for where you want to live?"

"And how many bedrooms are you looking for? Or do you have a certain size in mind?"

### Guiding the Buyer:

"We're here to help you every step of the way to find the right home. Feel free to ask any questions as we go along—we'll make sure we find something that's a great fit for you."

### Understanding Timeline and Sale Process:

"How soon are you looking to buy? And do you need to sell a home first before you move forward with this?"

### Payment Options:

"Are you planning to pay cash, or are you thinking about financing the home?"

### Scenario 1: Cash:

"Great! If you're paying cash for the home, that makes things a bit simpler since you won't have to worry about financing. Once you've selected a home that you like, we can move forward with an offer. The only thing to keep in mind is that you'll also need park approval."

#### Scenario 2: Financing:

"Now, if you're planning to finance a home, most of the time, these homes aren't financed through traditional banks, but we've got lenders who specialize in manufactured home financing that we recommend. They'll look at your credit score, debt-to-income ratio, and verifiable income. You will need a down payment for the loan. How much money do you have to put down? The only thing to keep in mind is that you'll also need park approval."

#### Park Approval for Both Scenarios:

"Regardless of whether you're paying cash or financing, park approval is a necessary step. The park will look at your credit score, do a background check to see if you have any felonies, and check your income to ensure its three times the monthly lot rent."

" Let them know that this is done to protect the integrity of the community that you will be living in"

"Do you know your credit score, and if so, what is it?"

"What is your monthly income that's verified?"

#### Closing:

"We're here to help you find the right home, and I'll make sure to guide you every step of the way. When are you ready to see the home, or what information do you need to move forward? Let's schedule a showing!"