

Manufactured Homes Discovery Listing Script

Introduction

“Good [morning/afternoon], [Name]. Thank you for reaching out to us! My name is [Your Name], and I specialize in mobile and manufactured home sales on leased land. I’d love to help you with the sale of your home. To get started, could you kindly tell me a bit about your home?”

Property Information

“Where is your home located?”

Is your home currently listed with another agent or has your home been listed before? If so, could you share how that experience went? Were there any offers, or any reasons it didn’t sell?”

“Can you provide some basic information about the home? For example, the year, make, and model? Does it have a lien, Trust, etc!

“How many bedrooms and bathrooms does the home have? Also, what’s the square footage? Is it a single-wide or double-wide?”

“What’s the overall condition of the home? Have there been any recent updates or renovations, such as to the roof, HVAC, flooring, or plumbing? Does the home have polybutylene (gray pipe) plumbing, or has it been repiped?”

“Are there any issues with the home that we should be aware of?”

Positioning Your Expertise

“Thank you for providing that information. Just so you know, we specialize in mobile and manufactured home sales on leased land. That’s our area of focus, and we have extensive experience helping people in Central Florida with listing and selling their homes. We’d love to assist you in the sale of your home as well.”

Seller’s Expectations

“Do you have a price in mind for your home? What are you hoping to sell it for?” If there is a lien, how much is still owed?

“Are you familiar with the current market value of similar manufactured homes in your area?”

Scenario 1: Seller Doesn't Know What Their Home is Worth

If the seller doesn't know the value of their home:

"That's completely fine. I'd be happy to schedule a time to visit your home and evaluate it.. I'll also provide you with a price based on the current market conditions. Does [date/time] work for you to schedule the visit?"

Scenario 2: Seller Has Unrealistic Expectations

If the seller has unrealistic expectations:

"Thank you for sharing that information. I'll conduct a thorough research based on market conditions by pulling comparable sales in your area over the past six months to a year. I'll reach out to you and we can discuss the next steps. Just to keep you informed, we are currently in a buyer's market, and home prices have been adjusting downwards."

Appointment Scheduling

"Once I visit your home and agree to list it for you. We'll need to ensure all the paperwork is in order. Do you have the title to the home, and is it clear of any liens? Are there multiple names on the title, is it listed as 'and' or 'or'?"

"Additionally, we'll need a copy of the title and a copy of your driver's license to proceed with the listing."

"When would you like to schedule a time for my visit? Does [date/time] work for you?"

Conclusion

"Thank you again for considering us to help you sell your manufactured home. We truly enjoy what we do, and it's our goal to make this process as smooth as possible for you. I look forward to meeting with you and discussing how we can get your home sold."