



Insight
EDUCATION

SPI Template Bundle

by Frank Flegg

Sourcing Vendors & Properties

One of the biggest hinderances to success for property investors is a lack of leads, leading to a feeling of scarcity and a tendency to spend too much time pursuing and doing due diligence on leads that have a very low chance of success. This leads to frustration and a feeling of inadequacy that I often observe in novice investors.

Contrast this with an investor who has a large funnel of deal leads and you'll find that they spend an appropriate amount of time on each potential deal directly related to the probability of the deal getting to completion. In my experience an investor who feels abundant about leads is a clearer thinking and more effective investor.

42 Reasons People Buy Our Service

	Who Buys Our Service?	Why?
1	Death / Probate	We can purchase swiftly, but also can be flexible in the condition of the sale.
2	Divorcing couples	Want cash quickly, don't want the whole street knowing that they're selling up etc.
3	Relocating Jobs	Want cash quickly and want to be rid of the stress, also they often receive a re-location package.
4	Elderly going to warden accommodation	Don't want the hassle of estate agents, viewings, solicitors.
5	Change of job situation -part of contract to live on site	Want cash quickly
6	Poor health - move to bungalow or warden accommodation	Don't want the hassle of estate agents, viewings, solicitors.
7	Repossession	Certainty, speed
8	Emigrating	Certainty, speed
9	Don't want to deal with estate agents etc.	Hassle free
10	People who want the whole package	Hassle free
11	Setting up new business - need equity	Want cash quickly
12	Vendor put down deposit on another property	Certainty, speed
13	Two parties getting together	Certainty, speed

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14	Property too small, seen another property	Certainty, speed
15	Moving in with an ill relative as a carer	Certainty, speed
16	Property not mortgaged	Flexibility
17	Wanting to travel the world	Certainty, speed
18	Lost job and can't pay mortgage	Certainty, speed
19	Seen dream property	Speed, can't move until sold
20	Environmental	Want a fresh start in a new area
21	Trauma	Lost partner and don't want to stay in property, speed, hassle free.
22	Sale fallen through	Need a fast sale, certainty, speed.
23	Robbery	Certainty, speed, don't want to stay in property.
24	Separating couples who've not been married	Often there is a high sense of urgency and a lack of trust between the vendors we can mediate and re-assure more than a normal purchaser.
25	Blighted property	We can secure it on an option, do the works and then purchase it with a mortgage.
26	Failed to sell at auction	These people thought they were going to sell and now haven't. They're very motivated.
27	Not fit for purpose property (e.g. bungalow with flight of steps up to it)	This is a very common reason, we can purchase with different end-users in mind (e.g. we can rent a two-bed bungalow as if it were a 2-bed flat).

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28	Facing bankruptcy and need to pay off unsecured loans swiftly	We can help with negotiating down unsecured loan and also can complete very swiftly, even halting repossession.
29	Property in poor condition	This makes it generally unmortgageable.
30	Property incomplete	No bathroom / kitchen means it's generally unmortgageable.
31	Vendor marketing without an agent	There are many reasons for this but will make a sale less likely.
32	Vendor only wants to sell a part of the property.	This can be a great solution for retiring couples, who want to stay in-situ but downsize.
33	Vendor wants to stay in the property post completion.	There are four FCA compliant ways of doing this now.
34	Vendor wants to exchange and then dictate completion date (we can do this with up to 5.5 months delay very easily).	We can do this with up to 5.5 months delay very easily, longer if required.
35	Vendor wants very near to MV but needs certainty now.	We can exchange now and complete later. The length of time of the delay in completion is proportional to the discount achieved.
36	Vendor needs a cash advance now	I've paid £2,000 for the option before now to help vendors out with short- term cashflow issues.
37	Vendor lives overseas and wants to wrap up the sale while they're back here for a short period.	We can sign everything now, give a guaranteed sale and FedEx docs to them if required they get to go home knowing it's all sorted.
38	Property is overseas	We buy these at or just under 50% of MV so long as they are also cashflow positive.

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39	Vendor needs to sell now, but retain capital growth and income moving forward.	This is a great win-win that not many purchasers would be able to offer (or know how to offer).
40	Sophisticated vendor who wants to develop but can't fund the development and.	We can purchase, fund the development and then split the profits.
41	Retiring investor who wants to use his CGT allowances as effectively as possible.	We can buy an option this year and purchase the property for £11k less next year giving him £22k free CGT.
42	Two properties on one title.	More than one kitchen makes the property generally unmortgageable.

Newspaper Advert

REPOSESSION WORRIES?

Frank Flegg

CAN HELP YOU

Call today on Nottingham

0115 80 88 28

A DAY 7 DAYS

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NO HIDDEN COSTS**
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Frank@FrankPropertyBuyers.com

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We don't have big flashy adverts or pushy salesmen; we're a friendly, local and ethical family run-business. We guarantee to buy any property, in any location, in any condition, very quickly with cash. We'll pay all your fees and there are no viewings, boards, adverts or hidden charges. Give us a call for an instant guaranteed valuation. We can halt repossessions and help fix your debt problems.

**We can buy TODAY. Call Rosie & Owain now
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**DO YOU NEED TO SELL
YOUR HOME FAST?**

I buy property across the East Midlands

If you need to move quickly then visit our website at
www.FrankPropertyBuyers.com

Or call me, Frank Flegg, NOW on Nottingham: [REDACTED]

Text "Sell Fast": [REDACTED]

Purchase agreed within 7 days and completion date to suit you

**HOUSES WANTED
FAST CASH SALE**

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EMIGRATING? DEBT OR REPOSSISION WORRIES? I CAN HELP!**

Call me NOW on Nottingham:

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**PROMPT VIEWING & DECISION
NO LEGAL OR AGENT FEES
FULL LOCAL & MIDLANDS COVERAGE**

Direct Marketing Letter

9th August 2024

Dear Sir/Madam,

Re: Is your property taking too long to sell?

Hi, my name is Frank Flegg. I am a local property investor. I am buying properties in your area and have sent you this letter because I have noticed that your property has been on the market for some time and I specialise in buying properties that are difficult to sell. I can purchase properties in a number of ways: I can offer a 48-hour exchange of contracts; I can pay market value for your property and can even pay above market value depending on your situation. The reason that I have written to you is because I would like to make you a free, no obligation offer for your property.

The benefits and guarantees when selling your property to me:

- **I will always do exactly what I have promised to do** - there are no smoke and mirrors with my service, you'll get a clear explanation of what we can offer for your property and why, right from the start.
- **I can buy swiftly** - if you accept my offer to purchase your property, the time frames that we agree will be the actual time frames, you'll be kept up to date throughout.
- **No legal fees** - I pay all of your estate agent and solicitor fees, so the price I pay is actually what you get.
- **No more viewings or aborted sales** - no more wasted time, uncertainty, stress or hassle. We've purchased over 100 properties in the last few years, and are constantly buying more. This gives you the confidence that we know exactly what we are doing and can deliver on our guarantees.
- **Don't take our word for it!** - if you visit my website, you'll see many local people who have offered to give a video testimonial of how they have found our service, after we purchased their property. To see these, please visit: www.xxxxxxxxxx.com.

For a free no-obligation guaranteed offer on your property call me on xxxxxxxxxx. I am usually able to give you an accurate indication of what we can pay over the phone, without the inconvenience of visiting your property.

If you are keen to sell swiftly with no hassle from agents charging you fees, viewings that consume your time and buyers offering and then backing out, then I can definitely help. I am totally committed to giving you security and peace of mind throughout your transaction.

I offer a guaranteed purchase of any property which means that all you have to do is give me a call and I'll give you a price that I guarantee to buy your property at. If you decide to sell to me, you could have the money in your account within a month.

If you want to sell quickly or with certainty, then **give me a call today: xxxxxx.** I'll look forward to hearing from you.

Kind regards,

Frank Flegg;

Ethical, Local Property Investor

Leaflets



XXXXXXXXXX
Belper Derbyshire
DE56 xxx

Re: Would you like to sell your house this month?

Hi, my name is Frank Flegg. I am a local property investor. I am buying properties in your area and have dropped this letter through your letterbox as your house is exactly the type of property that I am keen to buy. The reason I have chosen your street is because I regularly get asked by tenants if I have more properties around here.

The differences between selling your house to me and using an estate agent:

- I specialise in buying properties very quickly, between 7 and 28 days is my normal purchase period.
- I can buy with cash so that you don't get messed around by mortgage lenders slowing things down.
- I pay all your estate agent and solicitor fees - the price I pay is actually what you get.
- There are no "viewings" with lots of timewasters coming for a poke around your home.
- There is no board outside or advert in the paper, just a fast, smooth, relaxed confidential sale.
- To hear how real local people have found our service visit www.ethicalpropertypartners.com.

Call me for a guaranteed offer on your property. If you accept my offer before the end of the month then I will either give you £250 cash in advance or pay your mortgage for you until we complete the purchase of your property! This could get the mortgage company off your back immediately!

I hope that you don't mind my direct approach but I thought that I'd write to ask you *if you would like to sell your house quickly? If you are keen to sell within a month with no hassle* from agents charging you fees, viewings that waste your time and buyers offering and then backing out, then I can definitely help.

I offer a guaranteed purchase of any property which means that all you have to do is give me a call and I'll give you a price that I guarantee to buy your property at. If you decide to sell to me, you could have the ***money in your account within a month.***

If you want to sell quickly, then **give me a call today: xxxxxxxxxxx**. I'll look forward to hearing from you.

Kind regards,

Frank

Frank Flegg; Ethical, Local Property Investor

Quote the code below when you call
and I will pay you £250 cash in
advance if you decide to sell



MTG250

P.S. Call me on xxxxxxxxxxx TODAY and have the money for your property in your bank account in only 28 days!

P.P.S. Don't delay...take advantage of my special offer... accept my offer before the end of the month and I can start paying your mortgage for you **IMMEDIATELY!** Don't miss out, **CALL NOW on xxxxxxxxxxx RIGHT NOW!**

Negotiation

I have spent the last fifteen years studying the art of negotiation. It is actually very simple for BMV negotiations: know your criteria, explain it early and then stick to it throughout the negotiation. For more sophisticated transactions (especially NMD ones) it is important to know all your numbers before commencing negotiations and to have worked out (in advance) all the ways in which the deal works for you.

Then when you are sat in front of your vendor you have already set your RAS (see our educational concepts to learn all about RAS setting and many other crucial parts of your property education that very few investors even know about let alone learn!) because you have already worked out what works for you, you can then focus entirely on what works for the vendor and therefore achieve a win-win solution.

Know, Like, Trust, Buy - but how?

Rapport building - how do you achieve this?

How might we communicate with a vendor?

The rapport curve, touch in different ways, and often:

- Verbal rapport building (tone, volume, pace, choice of words)
- Non-verbal rapport building (feet, legs, torso, arms, hands)
- Commonality
- Visual
- Auditory
- Kinesthetic
- The law of reciprocity

Vendor Initial Telephone Call Script

- “Hi, this is Frank Flegg You telephoned my office this morning about wanting to sell your property.....”
- (wait for acknowledgement).....
- “How can I help”
- They’ll either give you their life story ending in why they’re selling, or they’ll be brief and just ask: “How much will you pay”. The longer they talk for here the better. They’ll usually end by saying “how does your process work?” or “how much will you pay?” or similar
- Regardless of what they’ve just said, firstly explain the benefits of your service: “Thanks for calling, If I can run through a couple of quick questions with you right now, I’ll be able to give you an idea of what I could pay over the phone and then if we’re in the right ball park then I can pop out to see you and make you a firm offer”
- “So, let’s start with the address of the property:” write this down on the Telephone Fact Find sheet
- Wait for them to give you the address, make sure you take the postcode and read it back to them as well as the first line of the address.
- “What type of property is it? Detached, terraced, semi?”
- How many bedrooms does it have? – fill all this in on the TFF.
- “Do you have any idea of the property’s value?”
- “Is that from an estate agent’s valuation?”
- “Is the property currently on the market?”
- You now have enough information to proceed: “ok, great, well yours is exactly the type of property that I buy. As you’ll have seen from my letter, the way that my business works is that:
 - I guarantee to buy any property, as I said, I’ll give you an idea of price while I’m on the phone now,
 - I pay all the sale costs and so there’s no deductions for estate agent fees, solicitor fees or anything similar, the offer that I make is the actual amount of money you’ll get in your bank account at the end of the sale
 - If you accept my offer, I buy your property as quickly as possible, usually it takes 28 days but sometimes it can take 5 or 6 weeks depending on how busy the mortgage lenders are, but what you get is certainty that it’s definitely sold.”
- “In order to offer this service, I am able to pay up to 75% of what the bank values your property at. So, based on your valuation of £100,000, I’ll be able to pay you up to £75,000. Would that kind of figure work for you?”
-And wait..... They must speak next. If they say anything other than no (e.g. “Oh I was hoping for a little bit more but with the costs paid that might work”, or, “that sounds a little low but maybe we could sell for that”, or “I could maybe sell for that, can you go any higher?” Or, “I was hoping for £77,000, is that possible?”) Anything other than no is positive.
- “OK, well that sounds as though we’re in the same ball park, what I suggest is that we arrange for me to pop round, I’ll be able to value your property there and then and give you a firm offer while I’m there. Can I just ask, is your property in a good lettable condition?”
- They’ll sometimes say yes, more often than not they’ll say that something needs doing.
- “OK, well I can pay 75% if it’s in a good lettable condition, so while I’m with you I’ll be able to confirm if I can pay that amount, or whether I need to do any works before letting it.”
- “OK, I could pop over on Monday, in the morning, say 9am, would that work for you? Great, I’ll see you at 9am on Monday the 6th January then.”
- “Thanks Chris, have a nice weekend.” SUCCESS :-).
- If after the offer, they say no, then answer with: “No problem at all, my service isn’t for everyone. My business model doesn’t change though, so if you’d like to save my number in your phone, I’m always happy to pop over in the future if things change for you and give you a guaranteed purchase price. Best of luck with selling your property.”

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Date of lead:/...../ 201..

Vendor Telephone Fact Find

Date called:/...../ 201..

Form being filled out by:

Source of lead:.....
Leaflet delivery co. :.....

Name of person calling

Name of owners of property

Full address of vendor (incl. postcode)

Landline Number

Mobile Number

Email address

Address of property to be sold

Type of property (circle): End terraced / Mid Terrace / Detached / Semi-Detached / Flat / Bungalow

Number of bedrooms (circle): 1 / 2 / 3 / 4 / 5

Date purchased:.....

Price Paid when brought: £.....

Why do you want to sell quickly?

Is there a deadline for the sale?

Outstanding mortgage balance: £ Cost of the mortgage each month: £

Any secured loans on the property? £ Cost of the loan each month: £

Estimated value of property: £ How have you arrived at this valuation?

Currently on market? Yes / No

If so, with which agent? What is the asking price? £

How long has it been on the market?

Has it always been this price?

If not, how much has it been reduced and when was it reduced?

Have you had many viewings?

Have you had any viewer feedback?

Have you had any neighbor disputes?

Are there any issues that may hold up or effect a quick sale?

Details entered onto T & M sheet?

Help Visit Booked?

Other Notes:

Ch3, Pg7

Analysis of a Telephone Fact Find Call

Person doing the call:

Date of the call:

Date call recording received:

TFF sheet attached?

Name of the vendor:

Start of call:
Explanation of benefits:
Giving the price:
Finishing the call:

Notes:

Vendor Letter 1a: Successful TFF Follow-up Letter

XXXXXXXXXX
Belper Derbyshire
DE56 xxx

2nd August 2024

Dear David,

Re: Looking forward to meeting you on Friday at 10am

It was great to speak with you today regarding you wanting to sell your property in the near future. Over the phone I mentioned that I run a professional property investment company. As a group we have brought and sold over a hundred properties just like yours since 2007. The formula that we work to ensures that we are usually able to **purchase within 28 days** from when you accept our offer and often the sale can complete even quicker if your circumstances require it. **We pay your legal fees and estate agency fees**, so the price we pay is the amount that you get at the end of the sale.

When I visit you on Friday I will carry out a valuation of your property and any works that we might need to do to it in order to get it to a high lettable standard. Based on this valuation we will make you a written offer. As with all of our purchases, **once we have agreed it, we go ahead**, there is no messing around or re-negotiating – **you know how much you'll get and when you'll get it**.

I shall look forward to meeting you on Friday at 10am David, If you have any questions before then **please don't hesitate to call me on my personal mobile number: xxx xxx**

Kind regards,

Frank Flegg

Vendor Letter 1b: Unsuccessful TFF Follow-up Letter

XXXXXXXXXX
Belper Derbyshire
DE56 xxx

2nd August 2024

Dear Julie,

Re: My confirmed offer to purchase your property

It was great to chat with you earlier today regarding you wanting to sell your property in the near future. I'm glad you called, as yours is exactly the type of property that we regularly buy. As I mentioned when we spoke:

- We specialise in buying properties very quickly around 28 days is our normal purchase period.
- We pay all your estate agent and solicitor fees, so the price we pay is actually what you get.
- There are no "viewings" with lots of timewasters coming for a look at the property.

Based on your valuation of £220,000 I can confirm that we would be able to pay up to £165,000 for your property, 69 xxx, Nottingham, NG5 xxx.

As with all of our purchases, **once we have agreed it, we go ahead**, there is no messing around or re-negotiating – **you'll have the money in your account as quickly as possible and there will be no deductions for anything as we pay all of your legal fees.**

If you decide that the above figure would be acceptable to you for a swift and certain sale, then please give me a call so that we can arrange a time for me to value your property precisely and make you a firm written offer.

If you have any questions please don't hesitate to call me on my personal mobile number: xxx xxx

Kind regards,

Frank Flegg

What to take with you when conducting a Help Visit

To take into the property:

- Presentable pen (not a freebie)
- Annotated Rightmove Plus comps
- Annotated Hometrack report
- Mobile phone
- Car keys
- Nothing else!

To have in the car for when they accept your offer:

- One pound coin
- Two sign-up packs

The Successful Help Visit

Prep:

1. Call the day before to confirm time.
2. Arrive early (at least 30 mins before visit).
3. Confirm all valuations and assumptions made.
4. Check Rightmove app for current sale properties.
5. Make notes on any external maintenance required to the property.
6. Take only the Zoopla comps and your Rightmove plus comps and or Hometrack valuation report, a pen, your phone and car keys. Nothing else.

During the Help Visit:

1. Sit down for a chat (at least 45 minutes wherever possible)
 - a. Ask them to remind you why they're selling – empathise, find commonality, explain how you've helped similar people
 - b. Build rapport
 - c. Build credibility (knowledge, stories, insight)
2. Value the property showing them your comparables and establish your purchase price if the property were in a good lettable condition. Do not ask for the sale yet.
3. Ask them to show you around the property and write up a works list of everything you need to do before letting it. Tell them each item you're going around. Make light of the works and explain that you can get them done cheaper than retail as you have a refurb team on your TEAM.
4. Sit back down where you started, ask for a few minutes to add up your works (they may make you a cup of tea here or another one if you have already had one).
5. Make your final offer.
6. Sign them up if they accept it ☑. (you'll have to nip out to the car to pick up your sign-up pack).
7. If they want to think about it then arrange a time in around three days' time to call them to answer any questions that they might have.

Follow Up:

1. Write and post your letter to the vendor (regardless of the result a letter must be sent (either letter 2a or letter 2b HV follow up letters) within 24 hours.
2. If the vendor has not signed up on the day but has asked to think about your offer then call them on the appointed day at the arranged time.

Vendor Letter 2a: Successful Help Visit Follow-up Letter

XXXXXXXXXX
Belper Derbyshire
DE56 xxx

21st July 2024

Dear Ida,

Re: Confirmation of the sale of your property.

It was great to meet with you yesterday regarding you wanting to sell your property in the near future. I am delighted that you have decided to sell to me and can confirm that I have today paid money on account for your solicitors and my solicitors so that they can get the ball rolling tomorrow.

As I mentioned when we met:

- I specialise in buying properties very quickly around 28 days is my normal purchase period, although this can take 5 or 6 weeks depending on how busy the mortgage company are.
- I pay all your estate agent and solicitors fees, so the price I pay is actually what you get.
- There are no “viewings” with lots of timewasters coming for a look at the property.

The amount of money you will receive upon the sale of your property; 36 xxx xxx, Nottingham, NG5 xxx is £270,500.

As with all of our purchases, **once I have agreed it, I go ahead**, there is no messing around or re-negotiating – **you’ll have the money in your account as quickly as possible and there will be no deductions for anything as I pay all of your legal fees.**

You will hear from your solicitor, xxxx at xxx Law solicitors in the next few days. If you have any questions in the meantime, then please don’t hesitate to call me on my personal mobile number: xxx xxx.

Kind regards,

Frank Flegg

Vendor Letter 2b: Unsuccessful Help Visit Follow-up Letter

XXXXXXXXXXXX
Belper Derbyshire
DE56 xxx

8th August 2024

Dear David,

Re: My confirmed offer for the purchase of your property.

It was great to meet with you today regarding you wanting to sell your property in the near future. As I mentioned when we met:

- I specialise in buying properties very quickly around 28 days is my normal purchase period.
- I pay all your estate agent and solicitor fees, so the price I pay is actually what you get.
- There are no “viewings” with lots of timewasters coming for a look at the property.

My confirmed offer to purchase your property 152 xxx, Belper, DE56 xxx is £160,000.

As with all of my purchases, **once I have agreed it, I go ahead**, there is no messing around or re-negotiating – **you’ll have the money in your account as quickly as possible and there will be no deductions for anything as I pay all of your legal fees.**

I shall look forward to hearing back from you in the next few days. If you have any questions before then please don’t hesitate to call me on my personal mobile number: xxx xxx

Kind regards,

Frank Flegg

Stale Property on Rightmove Template Letter

8th July 2024
Your first line of address
Your town
Your postcode

Dear Sir/Madam,

Re: Is your property taking too long to sell on Rightmove?

Hi, my name is **Frank Flegg**. I am a local property investor. I am buying properties in your area and have sent you this letter because I have noticed that your property has been on the market for some time and I specialise in buying properties that are difficult to sell. I can purchase properties in a number of ways: I can offer a 48-hour exchange of contracts; I can pay market value for your property and can even pay above market value depending on your situation. The reason that I have written to you is because I would like to make you a free, no obligation offer for your property.

The benefits and guarantees when selling your property to me:

- **I will always do exactly what I have promised to do** - there are no smoke and mirrors with my service, you'll get a clear explanation of what we can offer for your property and why, right from the start
- **I can buy swiftly** - if you accept my offer to purchase your property, the time frames that we agree will be the actual time frames, you'll be kept up to date throughout
- **No legal fees** - I pay all of your estate agent and solicitor fees, so the price I pay is actually what you get
- **No more viewings or aborted sales** - no more wasted time, uncertainty, stress or hassle. We've purchased over 100 properties in the last few years, and are constantly buying more. This gives you the confidence that we know exactly what we are doing and can deliver on our guarantees.

For a free no-obligation guaranteed offer on your property call me on **xxxxx xxx xxx.** I am usually able to give you an accurate indication of what we can pay over the phone, without the inconvenience of visiting your property.

If you are keen to sell swiftly with no hassle from agents charging you fees, viewings that consume your time and buyers offering and then backing out, then I can definitely help. I am totally committed to giving you security and peace of mind throughout your transaction.

I offer a guaranteed purchase of any property which means that all you have to do is give me a call and I'll give you a price that I guarantee to buy your property at. If you decide to sell to me, you could have the ***money in your account within a month.***

If you want to sell quickly or with certainty, then ***give me a call today: xxxxx xxx xxx***. I'll look forward to hearing from you.

Kind regards,

Frank Flegg



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