

THE 10-WORD SELLER SCRIPT THAT CHANGED EVERYTHING

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The 10-Word Seller Script That Changed Everything

Unlocking deals with one simple, respectful question.

You don't need to be a great talker to be a great negotiator.
You just need to ask the *right* question at the *right* time.

There's one phrase—just 10 words—that's helped unlock seller conversations, creative financing terms, and off-market deals for investors across the country:

“If I could meet your price, would you consider terms?”

It's not a trick.

It's not a line.

It's a doorway.

This phrase works because it shifts the conversation from *price* to *structure*. It shows respect, signals flexibility, and opens the possibility for creative deals that benefit *both* sides.

In this guide, we'll unpack:

- The psychology behind why this works
- The exact moment to use it for maximum impact
- Real-world examples of how it's led to powerful deal structures
- Follow-up scripts and confidence-building prompts
- What to do when the seller says yes—and when they don't

Whether you're new to real estate or looking to sharpen your negotiation edge, mastering this one sentence could be the key to the next cash-flowing deal in your portfolio.

Let's get into it.

Why Most Investors Lose Sellers Before the Offer

Most investors are so focused on getting to the offer that they forget the most important part of the deal: **the conversation that comes before it.**

That's where the deal is won—or lost.

The Typical Investor Approach

- They rush into talking numbers.
- They focus on comps and discounts.
- They treat the seller like a spreadsheet—not a person.

“It needs too much work. I'll give you \$185K.”

“The rents are low, so I can only offer \$200K.”

“I'd need it for \$50K under asking to make it work.”

From the seller's point of view, this sounds like:

“You're wrong about your price—and I want a deal at your expense.”

Which makes them shut down, get defensive, or stop responding altogether.

The Hidden Truth: Most Sellers Aren't Just Chasing Top Dollar

What most investors miss is that many sellers care more about:

- **Certainty** than cash
- **Timeline** than top dollar
- **Simplicity** over squeezing every last dime

Some sellers are burned out landlords.

Some inherited a house and just want to be done.

Some care more about **the *how of selling*** than the final price tag.

If you rush into “here’s my lowball offer,” you never get the chance to discover that.

Why the Right Question Changes Everything

Instead of confronting the seller’s price...

You **acknowledge it** and ask a question that creates *possibility*:

“If I could meet your price, would you consider terms?”

That’s what this guide is about.

It’s not a script to manipulate. It’s a **framework to invite collaboration**.

It gives you the chance to make the deal about *how* you buy—not just *what* you pay.

In the next section, we’ll dive into the mindset behind that phrase—starting with what actually motivates sellers to say yes.

Understanding Seller Motivation: Equity vs. Outcome

Before you can persuade a seller to say “yes” to creative terms, you have to understand **what they really want**.

And here’s the twist:

Sellers don’t always want top dollar.

What they want is the **outcome they believe top dollar will give them**.

Your job as an investor?

Deliver the outcome—even if you get there a different way.

Equity Isn’t Always the Priority

When most sellers name their price, they’re thinking:

- “That’s what it’s worth.”
- “That’s what I need to retire.”

- “That’s what I heard the neighbor got.”
- “That’ll cover the loan + my next move.”

But very few ask: *What’s the best way to unlock that equity?*

That’s where you come in—not to argue their price, but to offer a **better path to the same outcome**.

Motivation Comes in Two Buckets

Equity-Driven Sellers	Outcome-Driven Sellers
Want the highest price	Want ease, speed, or certainty
Often resist creative terms	Are open to options if outcome is met
Usually better for flips or wholesales	Perfect for seller financing, lease options

Equity-driven sellers are focused on the number. If you can’t match or exceed it, they’re unlikely to budge.

Outcome-driven sellers, on the other hand, want:

- Steady income
- Peace of mind
- No more tenants
- To avoid a tax hit
- A buyer they can trust

These are the people most likely to say yes to terms—if you present them clearly and respectfully.

Find the Motivation Before You Make the Offer

Here are questions to ask that reveal what kind of seller you’re dealing with:

- “Why are you looking to sell now?”
- “What’s most important to you in the sale—speed, price, convenience?”
- “Do you need the funds right away, or would monthly income be helpful?”
- “If I could make this easy for you, what would that look like?”

Their answers tell you **how to position your offer**—and whether your 10-word script is likely to open the door.

In the next section, we’ll dive into **why the script works so well**—and the subtle psychological levers it pulls behind the scenes.

The Psychology Behind the Script

“If I could meet your price, would you consider terms?”

It's just ten words—but it works because it taps into core psychological principles that govern how people make decisions.

Let's break down *why* this phrase is so effective, even when a seller is skeptical or set on their number.

1. It Shows Respect, Not Resistance

Most investors challenge a seller's asking price—right away. This triggers defensiveness and puts the seller in a “me vs. you” mindset.

But this script does the opposite.

It starts with:

“If I could meet your price...”

This signals respect. You're not fighting them—you're trying to **work with them**.

That one line instantly softens resistance and keeps the conversation collaborative.

2. It Creates Conditional Curiosity

“If I could... would you...”

This format (called a **conditional question**) is powerful in sales and negotiation because:

- It invites a response without pressure
- It puts the seller in control
- It lowers the emotional risk of continuing the conversation

You're not asking them to commit.

You're asking them to **consider**—which makes it easier to say yes.

3. It Gently Introduces the Idea of Terms

Most sellers don't understand seller financing, lease options, or subject-to. If you lead with those, you often confuse or scare them off.

But here, you introduce the idea with one neutral, non-threatening word:

“...**would you consider terms?**”

It plants the seed of creative structure **without diving into details**.

That gives you space to explain later—only if they're open.

4. It Reframes the Negotiation

This script shifts the conversation away from:

- “Will you lower your price?”
To:
- “What if I could give you what you want—just not how you expected?”

You flip the script from **price vs. discount** to **price vs. structure**.

That opens doors most investors walk right past.

Summary: Why It Works

Part of the Script	What It Does
“If I could meet your price...”	Shows respect, not confrontation
“...would you consider...”	Creates a low-pressure, curiosity-driven question
“...terms?”	Gently introduces the concept of creative financing

In the next section, we’ll zoom in and break down each part of this 10-word script—so you can use it with total confidence.

When to Use It—And When to Stay Silent

“If I could meet your price, would you consider terms?”

This question is powerful—but timing is everything.

Say it too early, and it feels pushy.

Say it too late, and the seller may already be checked out.

In this section, you’ll learn **exactly when to drop the script** for maximum effect—and when to let silence do the heavy lifting instead.

When to Use It

The best time to use this phrase is **after you've uncovered motivation—but before you make a formal offer**.

Here’s a common progression in a seller conversation:

1. **Build rapport**

Talk about the property, the seller's situation, and what they want out of the sale.

2. **Ask motivation-based questions**

- "Why are you selling now?"
- "What's your ideal timeline?"
- "Would monthly income be more helpful than a lump sum?"

3. **Confirm their price expectations**

Once they tell you what they want (even if it's too high), that's your cue.

4. **Then deliver the script.**

Calm. Respectful. No rush.

"If I could meet your price, would you consider terms?"

You've just reframed the entire negotiation.

What to Do Right After You Say It

Shut up. Seriously.

Let the silence hang.

Most new investors panic and start talking themselves out of the deal:

"I mean, if not, that's fine... we could still do a normal deal... unless that's weird or..."

No. Don't do that.

Let the seller process. The power of this question is in the pause that follows.

 **Pro Tip:** People are *uncomfortable* with silence—and that's often when they reveal their real thoughts.

When NOT to Use It

Timing matters. Here are a few situations when you should *not* use the script:

Situation	Why to Wait
Seller hasn't shared motivation	You're flying blind—get context first
Seller is highly emotional	Wait until they feel heard and calm
You're dealing with an agent (initially)	Agents often need more context first
Seller is price-anchored + defensive	Build more trust before introducing terms

This phrase works *because* it's respectful and strategic—don't waste it.

The Goal Isn't to "Close"... It's to Open

The best time to use this script is when you've:

- Asked the right questions
- Built some trust
- Identified that their price is non-negotiable—but their **situation might be**

Your job isn't to push them toward "yes."

It's to open a door they didn't even know existed.

In the next section, we'll look at **three real-life examples** where this phrase led to creative, profitable outcomes—so you can see exactly how it plays out in action.

Three Real-Life Examples (Creative Outcomes)

What happens when the right question opens the right door.

You've seen how the script works. You've seen why it works.

Now let's look at **how it plays out in the real world.**

These aren't million-dollar flips or unicorn off-market steals.

They're **ordinary deals made extraordinary**—because the investor asked the right 10 words.

Example 1: The Retired Landlord (Seller Financing Win)

- **Property:** Triplex in a slow-moving market
- **Seller's Ask:** \$260,000 (market value)
- **Investor's ARV Offer:** \$230,000 (would've been rejected)

Instead of pushing for a discount, the investor asked:

"If I could meet your price, would you consider terms?"

The Seller's Response: "Maybe. What do you mean?"

It turned out the seller:

- Owned the property free and clear
- Didn't want a lump sum for tax reasons
- Was tired of managing tenants but wanted income

The Deal:

- \$10,000 down
- 4% interest, 30-year amortization
- \$1,200/month payment (below market rent)
- \$1,800/month rental income = ~\$600/month cash flow

Outcome: A win-win. The seller got retirement income. The investor got strong cash flow without using a bank.

Example 2: The Ugly Duplex (Lease Option Flip)

- **Property:** Run-down duplex listed at \$145,000
- **Repairs Needed:** ~\$20,000
- **ARV:** ~\$220,000
- **Seller Motivation:** Inherited property, wanted out, but open to ideas

The investor said:

“If I could meet your price, would you consider terms?”

The seller replied: “As long as I don’t have to fix it or deal with tenants again—yes.”

The Deal:

- Lease option with a 2-year term
- \$1,000/month lease payment
- Investor cleaned, repaired, and rented it for \$2,100/month
- Refi after 18 months → pulled out equity and paid off seller

Outcome: ~\$300/month cash flow during lease + a profitable refinance at the end. Seller avoided hassles, investor got time to build value.

Example 3: The High-Equity Seller (Subject-To Close)

- **Property:** Single-family home
- **Loan Balance:** \$110,000 at 3.25% interest
- **Seller’s Ask:** \$150,000
- **Market Value:** ~\$155,000

The seller wasn’t interested in discounts—but didn’t need the cash right away. The investor asked:

“If I could meet your price, would you consider terms?”

The Seller’s Response: “I might. What kind of terms?”

The investor explained subject-to. The seller agreed **as long as the mortgage stayed current** and the investor took over maintenance.

The Deal:

- Took over mortgage payments: \$520/month
- Rented the house for \$1,400/month
- ~\$800/month cash flow from day one
- Exit plan: Refi in 24 months

Outcome: No new financing. No large down payment. Just creativity and good communication.

These weren’t magic words—they were **the right words, at the right moment.**

And that’s what makes this script so powerful.

Next, we'll cover exactly **what to do when the seller says yes**—so you don't freeze, backpedal, or lose momentum.

What to Do When They Say Yes

You asked the right question. Now what?

You did it. You asked:

“If I could meet your price, would you consider terms?”

And the seller said something like:

- “Sure, I'd be open to that.”
- “Maybe. What do you mean by terms?”
- “Yeah, what do you have in mind?”

That's your green light. But here's where many investors freeze, ramble, or fumble the next steps.

This section walks you through **how to respond with confidence** and transition smoothly into the conversation that gets the deal done.

✅ Step 1: Stay Calm and Reaffirm

Keep your tone low-pressure and collaborative. You're not closing—you're continuing a conversation.

Say something like:

“Great. That tells me we might be able to structure this in a way that works for both of us. Would it be okay if I asked you a couple of quick questions about your situation?”

This keeps them engaged while you gather what you need to structure the deal.

📄 Step 2: Ask Key Discovery Questions

Now you want to understand how flexible they are and what kind of creative structure might fit.

Ask:

- “Do you own the property free and clear, or is there still a mortgage?”
- “Are you looking for a lump sum, or would monthly income be more helpful right now?”
- “Would you be open to me handling the repairs and management during the process?”
- “Do you have a timeline you're hoping to meet?”

Their answers will tell you:

- Whether to propose **seller financing, lease option, or subject-to**
- What down payment, if any, might be expected

- How to match their goals with a win-win structure

👉 Step 3: Frame the Offer as a Benefit to *Them*

Use plain language. Skip the jargon. Focus on how the terms solve *their* problem.

Examples:

- “We’d agree on your price, and I’d make monthly payments directly to you—so you’d get predictable income without tenants or repairs.”
- “I’d lease the property, take care of everything, and buy it from you in 12 to 24 months at the price we agree on.”
- “If you’re open to letting me take over your current loan, I’d cover the payments and handle everything—no need to qualify for a new mortgage.”

You’re not trying to sound like a guru. You’re trying to sound like someone **with a plan**—who can make their life easier.

💡 Step 4: Offer to Show a Simple Proposal

Once they show continued interest, say:

“Let me put together a one-page outline of what this might look like, and we can review it together. If it doesn’t feel right, no pressure at all.”

Then build a clean, clear summary with:

- Purchase price
- Payment terms
- Timeline
- Responsibilities (repairs, taxes, insurance, etc.)

🛑 Don’t Rush the Close

This is not a high-pressure sale.

If they need time:

“Take your time thinking about it—this only works if you’re 100% comfortable.”

If they push back:

“Totally fair. If that structure doesn’t work, we could explore something else—or even a traditional sale if that’s better for you.”

The key is trust.

You got the “yes”—now earn the follow-through by being professional, flexible, and clear.

In the next section, we’ll walk through **follow-up scripts** to keep the momentum going (even if they ghost you or go cold).

Follow-Up Scripts That Build on the Momentum

What to say when they go quiet—or almost say yes.

In a perfect world, the seller hears your proposal, smiles, and signs on the dotted line.

But in real life?

They hesitate.

They stall.

They say, “*Let me think about it.*”

Or worse... they ghost you.

The good news? That doesn't mean the deal is dead.

This section gives you **simple, low-pressure follow-up scripts** to:

- Reignite the conversation
- Rebuild trust
- And guide the seller toward a decision—without being pushy

Follow-Up Timing Framework

Use this rhythm to stay top of mind without being annoying:

Timing	Goal
1 day later	Confirm they got your proposal and thank them for considering it
3–4 days later	Check in gently—see if any questions came up
7–10 days later	Offer additional options or a new structure
Monthly (if needed)	Reconnect when timing might be better

Script 1: “Checking In—No Pressure at All”

Hi [Seller Name], just wanted to follow up and see if you had any questions about the outline I sent over. Totally no pressure—I know it's a big decision. I'm happy to adjust anything if you'd like to explore a few options.

Script 2: “A Quick Thought...”

Hey [Seller Name], I was thinking—if the monthly income idea still makes sense, but the terms didn't quite fit, I can probably rework it a bit to better match your timeline or comfort level. Want to hop on a quick call?

This opens the door for **adjustments** without making them feel like they rejected the deal.

Script 3: If They've Gone Cold

Hey [Seller Name], I completely understand if now's not the right time. If anything changes or you'd like to revisit some creative options down the road, just know the door's always open. Appreciate your time either way.

This does two things:

1. Leaves the relationship on good terms
2. Plants a seed that you're a *safe, respectful* person to work with

Script 4: Create Urgency (Without Pressure)

Hi [Seller Name], I'm actively looking at a few other properties right now, so I'll likely be committing to something soon. If you're still interested in working together, I'd love to circle back with you this week before I move forward elsewhere.

This is a gentle way to:

- Reinforce that you're serious
- Create a deadline *without* sounding pushy
- Give them a reason to re-engage

Remember: Deals Are Often Won in the Follow-Up

Many creative deals don't happen during the first conversation—they happen **in the quiet that follows**.

When you follow up with **respect, empathy, and clarity**, you stand out from every other investor.

In the next section, we'll cover the most common mistakes investors make when using this script—and how to avoid blowing a great opportunity.

Common Mistakes to Avoid with Seller Conversations

The subtle missteps that kill deals—and how to stay out of your own way.

If the 10-word script is the spark that ignites a creative deal, the wrong words (or timing) can just as easily snuff it out.

This section covers the most common mistakes investors make when talking to sellers—especially when introducing creative terms—and how to keep your credibility and momentum intact.

✗ Mistake 1: Using the Script Too Early

Don't lead with:

"Hi, I'm calling about your house. If I could meet your price, would you consider terms?"

That's like proposing on the first date.

✦ **Fix:** Build rapport first. Ask good questions. Learn about their motivation. Then use the script once you've earned the right to have that conversation.

✗ Mistake 2: Overexplaining Creative Financing

You don't need to teach a masterclass on seller financing, amortization schedules, and subject-to structures on the spot.

The more you talk, the more confused (or suspicious) the seller gets.

✦ **Fix:** Keep it simple and benefit-focused:

"Terms just means we structure the deal in a way that gets you the outcome you want—possibly with monthly payments instead of a lump sum. I'd be happy to walk through what that could look like."

✗ Mistake 3: Sounding Like a Script Reader

The 10-word question is powerful because it sounds **conversational**, not rehearsed.

If you say it nervously, robotically, or too fast, it loses impact—and the seller senses something's off.

✦ **Fix:** Practice it enough that it rolls off your tongue naturally. Try:

"If I could meet your price... would you consider terms?" (*Pause. Calm. Curious.*)

✗ Mistake 4: Talking Over the Seller's Response

This is a big one. You ask the right question, they start to respond... and you immediately jump in with:

"Yeah, so what that means is I'd give you payments over time and—"

Slow down.

✦ **Fix:** Ask, pause, **then listen**.

The silence after the question is often more powerful than the question itself.

✗ Mistake 5: Panicking at "No"

Sometimes the seller says:

- "Nope."
- "I just want to sell it outright."
- "Not interested in that stuff."

Many investors give up right there.

📌 **Fix:** Stay calm and curious. Try:

“Totally fair—I want to respect whatever works best for you. Out of curiosity, is that a firm no on monthly payments... or just not something you’ve really thought about before?”

You’d be surprised how often a soft “no” becomes a **curious maybe** with a little patience.

🧠 Final Thought

This isn’t about tricks. It’s about communication.

The more you approach these conversations with curiosity, respect, and flexibility, the more likely you are to build trust—and get creative deals done.

In the final section, we’ll give you **practice prompts** so you can master this script, use it naturally, and stay cool under pressure.

Practice Prompts: Building Confidence with This Phrase

Train your brain to speak like a dealmaker—even under pressure.

Great scripts don’t make great negotiators.

Practice does.

If you want this 10-word phrase to work when it matters most, you need to train it into your muscle memory—so it feels natural, not forced.

This section gives you a set of **practice prompts and role-play scenarios** to help you:

- Stay calm in real conversations
- Respond fluidly to seller objections
- Speak with confidence (without sounding rehearsed)

🗣️ Core Script Practice: Deliver It 10 Different Ways

Say the phrase **out loud** in different tones and rhythms. Try:

- Curious and open

“If I could meet your price... would you consider terms?”

- Calm and confident

“If I could meet your price, would you consider terms?”

- With a pause and emphasis

“If I could meet your price... *would you* consider terms?”

Do it while driving. In the shower. Walking the dog.
Repetition removes hesitation.

Role-Play Prompt 1: The Price-Anchor Seller

Scenario: Seller says they “need” \$350,000 for the house—even though it’s worth \$310K.

Goal: Use the script to avoid confrontation and open the door to creative terms.

Practice saying:

“If I could meet your price... would you consider terms?”

Then respond naturally to:

- “What kind of terms are you talking about?”
- “Well, I need to think about that.”
- “I don’t want to be a landlord again.”

Role-Play Prompt 2: The Tired Landlord

Scenario: Seller owns a triplex, hates dealing with tenants, and just wants out.

Goal: Use the script to transition into a seller-financing or master lease conversation.

Practice lines like:

“What if I handled everything for you—and you still got the monthly income you want?”

“I can take the management and maintenance off your plate. We can put it in writing so it’s completely hands-off for you.”

Role-Play Prompt 3: The Hesitant “Maybe”

Scenario: Seller says “maybe” to your script but isn’t sure what it means.

Goal: Stay calm. Don’t overexplain. Invite curiosity.

Try:

“Totally fair—it just means we’d agree on your price, and instead of one big check, you’d get monthly payments. A lot of sellers prefer that for tax reasons and peace of mind.”

“Happy to show you a quick outline—if it doesn’t feel right, no pressure at all.”

Practice This Follow-Up Flow

Here’s the full flow to rehearse:

1. Ask the script
2. Pause for silence
3. Respond with calm, benefit-focused language

4. Ask discovery questions
5. Offer to put together a simple proposal

Repeat it with a friend, coach, or in the mirror until you can deliver it without thinking.

Final Word

One sentence won't close the deal.
But it **can open the door** to one.

This 10-word script won't make you rich overnight.
But it will unlock conversations, build trust, and lead to deals most investors miss.

Practice it. Use it. Respect the process.

The next time you're face-to-face with a seller...
This question might change everything.

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