Warm Call Leads (WCL)

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What Is WCL?

Unlike cold lists, these are sellers who have already spoken to a caller within the last 24–48 hours and expressed interest in receiving an offer. That means you are stepping into a conversation that is warm, with clear expectations set for a follow-up call. This compresses sales cycles, raises contact rates, and increases conversions. TLDR summary:

- These leads are nationwide
- The sellers were recently cold called in the past 24–48 hours
- The sellers expressed an interest in receiving an offer
- The seller was told to expect a call with an offer in the next 24–48 hours



The 5 Step WCL Method

Follow this 5-step process to go from contact to contract.



Step 1: Text First To Prime The Call

Text each phone number:

“

Hi [sellers first name]. this is [your name]. You spoke to my team recently about an interest in selling your house on [street name]. Please call me to discuss a cash offer.

Step 2: Call And Lead The Conversation

Call each phone number. If no answer—double/triple dial. Time kills deals; persistence wins.

“

Hi, is this [seller’s name]? Nice to meet you [sellers first name]. My name is [your name]. You spoke to my team recently about an interest in selling your house on [street name]. Are you still looking to sell that property? Ok great! What price are you hoping to get? Let me take a look and see what we can do.

Note: Work on Step 4 (MAO) while you proceed with Step 3 (Discovery).

Step 3: Uncover Motivation

Discovery questions that reveal timeline, terms, and seller motivation

- Is there hardship? — “What has you wanting to sell this property?”
- Is there urgency? — “Assuming we agree on price/terms, how soon are you hoping to close?”
- Is the property in poor condition? — “Can you tell me a little bit about the property?”
- Is the seller willing to sell at a discount? — “If I could close on your timeline, as-is, for all-cash with no cost to you…what price could you do for an offer like that?”

*Creative financing variation:

“

I might be able to pay more if you would be willing to wait to get some or all of your money…

Step 4: Determine MAO

Determine MAO (max allowable offer). When speed matters, use Zillow as a quick reference. Look up the property and follow these contract targets based on the Zestimate.

- Over $250k — contract at 50%
- Between $250k–$100k — contract at 35%
- Under $100k — contract at 10%



Step 5: Make The Cash Offer

Anchor low, use silence, and negotiate up to MAO

When you make your cash offer, control the frame. Start with a low anchor below your MAO.

“

For this to work I would need to be in the [low anchor price] low $100’s.

When the seller says, “there’s no way I can go that low,” reply with:

“

Yea I get it, that’s my price in the perfect world…but how close to that price can you get?

Negotiate up to your MAO.

Special Offer

Get 200 exclusive warm call leads per month (delivered daily) for just $2.49 per lead!

👉 GetWarmLeadsNow.com

Note: WCL sells out fast!

If closed, get on the waiting list to be notified when it opens for the next group (at a higher price).

