



Sales Scripts for ADUs & Remodeling

Goal	Script
Create empathy and a sense of long-term strategy.	"This sounds like a great project! Tell me about your goals. Is your goal to house family or create rental income...?"
Talk in terms of monthly payments, not the total cost \$100,000 = \$600 monthly payment \$10,000 - \$60 per month	<p>"A three-bedroom ADU that you described should cost \$300,000."</p> <p>"A three-bedroom ADU that you described should cost \$1,800 per month."</p> <p>"Absolutely, you can add solar. That should cost \$10,000..."</p> <p>... That should cost roughly \$60 per month when financed."</p>
Add value and make sure you're building to your client's actual budget – not what they <i>think</i> they might qualify for. Avoid scary terms like "loan" or "credit".	"Okay I'm scheduled to come visit your property. In the meantime, I want you to talk to our finance gurus. They will give us direction on a solid budget and ROI. If we do this right, you have no down payment, and we build to what you're comfortable with. I can book an appointment for you now or introduce you via email. What's your preference."
Don't let clients wander off to any bank where they might be told they don't qualify, or referred to an affiliated contractor who will compete with you.	<p>"My lender is also a specialist with the \$40,000 ADU Grant"</p> <p>"I'll send her info just in case. Sometimes traditional banks & credit unions have limited options."</p>