

TALKING TOPICS CHEAT SHEET

Keep your script simple. Here's what has worked for me.

Opening Line Options

Hi! This is (_____). I (or we if you are working with a partner) own a mobile home park/self-storage facility and I am looking to buy more. I was calling about your property (center name) at (property address or city). Would you ever consider selling it?

Hi, this is (_____) with Patriot Holdings. I drove past your facility or park last week in (property city/state), and I was wondering if you had any interest in selling? We own and operate facilities or parks throughout the Northeast and are looking to buy more.

Hi, this is (_____) with Patriot Holdings. I saw your facility or park and was wondering if you had any interest in selling? I own and operate facilities or parks throughout the Northeast and am looking to buy more.

If you leave a voicemail, be sure to state your number clearly. I usually say it twice.

If they say yes, here are the top questions to ask:

Storage

- Total rentable square feet
- Occupancy rate
- 10x10 rates
- Expenses
- Any cap-ex needed?

MHP

- Total lots
- Occupied lots
- Lot rent
- How many park-owned/tenant-owned homes?
- Utilities—are they private or public, and who pays?
- Any cap-ex needed?

End the conversation with something like this:

- What are your plans for the property? Are you thinking of improving it?
- It's a nice property. Why would you consider selling? (This shows the seller's motivation.)