



# Scripts for FSBO's

## Script for FSBO who has never listed with a real estate agent

Hi! This is \_\_\_\_\_ with Sellstate Realty. I've noticed you have your home for sale. May I ask a few questions about your home?

=IF NO= Thank them for their time and hang up. Send them a thank you note.

=IF YES= your goal is to get an appointment.

- "What is the asking price for your home?" (example: \$230,000.00)
- "May I stop by to look at your home?"
  - o IF YES – Make an appointment
  - o IF NO – "I work with buyers from all over and would like to know the competition of homes on the market. If I don't know anything about your home, I'm not able to do the best possible job for my clients. Will you allow me to see your home?"

-IF YES – Make an appointment

-IF NO – "Thank you for your time; I'd like to send you the latest property disclosure forms you'll need when you sell your home. Would it be better if I dropped them by?"

Listing FSBO's can be a challenge. There can be many reasons why a home owner chooses to sell on his/her own. If you know the reason, you can adapt your listing presentation to answer their questions before they arise.

If you follow the 'drip' approach with FSBO's you can supply them with enough information to keep them interested in your services. Follow-up with FSBO's weekly. You don't have to send them forms every week, it can just be a "How's it going" note or a list of homes that recently sold in their area.

## Script for FSBO's 2

“Good Morning/Afternoon/Evening, My name is \_\_\_\_\_ with Sellstate Realty. I recently drove by your home and saw it was listed for sale. How much are you asking?”

- Do you have an offer to purchase your home right now?
- How many bedrooms are in the house?
- How many bathrooms?
- Are there any special amenities?

I'd like the opportunity to stop by and look at your home. Would this evening be better or is tomorrow at 2 better?

- Schedule an appointment to see the home.

### Tips for the appointment:

- Show up at the appointment “ON TIME!”
- Say little and let the homeowner show you around
- Show interest in items homeowner shows you
- Take notes
- Don't attempt to 'sell' while being shown the home
- Ask questions that may be difficult for the homeowner to answer
- Ask if the homeowner has printed material about the home
- Ask “If an offer is made on this home today, is there anything that would stop you from closing?”
- Ask “is there anything else I should know about your home?”

Make the decision 'if' you want 2 things

- 1<sup>st</sup>: If you want to work with the home seller
- 2<sup>nd</sup>: If you want the listing