



My Town Gurus 12 in 30 FSBO Program

Touch 1 - Day 1: Visit Home

Materials – Town DVD, Listing Conversation book

Agent: Hi. I'm stopped by to learn more about your house that is for sale

Once speaking to a decision maker ask:

Agent: Is the house still available?

Seller: Yes

Agent: My name is Joe Agent from ABC Realty.

Agent: The reason I stopped by was to find out if your house is currently listed with a broker?

Seller: No

Agent: Are you open to working with a Realtor® if they bring a buyer?

If yes:

Seller: Yes

Agent: What are you offering a buyers agent?

Seller: 2.5%

Agent: Our office works with a lot of buyers, may I preview your home so that I can describe it to any clients I may have and other brokers in my office that may be interested?

Tour the home and gently suggest that they sit with you for a few minutes to review what you have to offer and that you can help them sell faster for more money. Do not push. The purpose of this meeting is to build rapport and trust.

Give them a town DVD and tell them you are going to send them a Seller Security Checklist. Tell them it was nice to meet them, give them your card, and ask them to call you if they have any questions or need any help

If no:



Agent: I understand that. Many people like yourself attempt to sell their home without using a broker. Let me give you my DVD and business card. I will also send you some tips to help you sell your home. If you have any questions or need any help, feel free to call me. Thank you for your time today.

Touch 2 Day 1: Mail Seller Security Checklist

Materials – Seller Security Checklist

Touch 3 Day 4: Follow Up About Seller Security Checklist

Agent: Hi Mr Seller! It's Joe Agent from ABC Realtors. I was calling to see if you received my Seller Security Checklist

If yes:

Agent: Do you have any questions about it?

Seller: No (if yes, address the questions)

Agent: Good, I just want to make sure you and your family are safe when showing your home. One additional tip I have is to ensure that everyone that comes to see your home is preapproved for a mortgage.

Seller: How do I do that?

Agent: As I told you when we met, I am the Official Real Estate Town Guru in Town. I have partnered with a Mortgage Guru for Town. I will have Jim Mortgage call you what you can do is have anyone that calls to see your home that does not have a preapproval letter is have them meet with Jim and he can get them a letter within a few minutes if they are qualified. By doing this, you will be sure that prospects looking to see your house are actually qualified to do so.

Seller: That sounds good.

Agent: I will get in touch with Jim Mortgage and have him give you a call.

If no:

Agent: That's strange, I mailed it a few days ago. I will stop by and drop one off.

Touch 4 Day 8: Call or visit offering a Free Market Evaluation

Agent: Hi Mr Seller! Its Joe Agent from ABC Realtors. How are you today?



Seller: I am good.

Agent: I wanted to follow up with you and see how your conversation went with Joe Mortgage? (always follow up with your mortgage partner to ensure that they have spoken before asking this question)

Seller: Good, we are all set up (or handle any issues)

Agent: I wanted to provide you with a free market evaluation of your home to ensure you have it priced right.

If you have already toured the house, you can either try to see it again or if they are hesitant, tell them you can use what you saw your first time there to put the evaluation together. If they did not allow you to tour their house, use this as an opportunity to get in the door and be prepared to have a listing conversation.

Seller: Why do I need that? I know what my home is worth.

Agent: It never hurts to have another opinion and you can use the report I provide you with as a selling tool when negotiated with buyers.

Get the appointment

Touch 5 Day 8: Mail or personally deliver the NARRPR Report with comps Materials – Print NARRPR.com or other Market Evaluation Report

Touch 6 Day 12: Follow Up Call about report

Agent: Hi Mr Seller! It's Joe Agent from ABC Realtors. I wanted to make sure that you received the market evaluation I mailed and see if you had any questions

Seller: I did receive it.

Answer any questions he may have, continue to build rapport and try to get a listing appointment.

Touch 7 Day 15: Open House Call

Agent: Hi Mr Seller, its Joe Agent from ABC Realtors. I was calling to see if you had any upcoming open houses for your property? I have a fantastic Open House Checklist that will help ensure you plan a successful open house.

Seller: We were thinking about doing an open house this weekend.



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No One Knows Your Town Like A Guru

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Agent: Open Houses can be challenging, I will send you my Open House Checklist and let me know if I can help in any way. Attempt to get an appointment for a listing appointment.

Touch 8 Day 15: Mail Open House Checklist

Materials – Open House Checklist

Touch 9 Day 19: Follow Up about checklist

Agent: Mr Seller, it's Joe Agent from ABC Realtors. I was following up to make sure you received the Open House Checklist I sent.

Seller: Yes, thank you

Agent: Do you have any questions about the checklist? Work to get a listing appointment.

Touch 10 Day 22: Call to find out when they scheduled an open house

Agent: Mr Seller, it's Joe Agent from ABC Realtors. I was calling to find out if you scheduled an open house?

Seller: Yes, it's Sunday from 12-4pm.

Agent: Great. Let me know if you have any questions or need help. Work to get a listing appointment

Touch 11 Day 28: Attend Open House during the last hour of the event

Agent: Good to see you again Mr Seller! How is the open house going?

Seller: A little slow.

Agent: That's surprising, it has been a busy weekend of showings (The idea here is to give him a slight kick while he is down). I know we (meaning all Realtors in your MLS) have had a bunch of homes go under contract this week.

Agent: Unfortunately, sometimes even when you do all of the right things it is hard to get prospects to your home when it is not listed in MLS.

GET THE LISTING!

Touch 12 Day 30: Follow Up Call from Open House



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This call should be made the Monday after the open house when the prospect is still upset about the lack of attendance at their event.

Agent: Hi Mr Seller! It's Joe Agent from ABC Realtors. I was just following up after your open house. I have a few ideas that may help you get your house sold. Let's schedule a time to meet so that I can review them with you. Is Tuesday or Thursday better for you?

GET THE LISTING!!!

All materials for the My Town Gurus 12 in 30 FSBO Program are available at MyTownGurus.com/Marketing