



FSBO Graduated Listing Approach

Agent: Hi. I'm calling in reference to the house you have for sale.

Person who answers phone: Hold on, let me get my parents.

Once you get the decision maker on the phone, then you say:

Agent: Hi, my name is _____ and I'm calling about your house for sale by owner. Is it still for sale?

I'm Joe Agent from ABC Realtors and the reason for my call is if I have a buyer, would you be willing to pay a commission if I brought you a buyer?

Seller: Yes

Agent: Great! When can I come over, is Friday or Saturday better for you?

Seller: How does that work?

Agent: Well, it just means if I have a buyer, you pay a 2.5% commission.

Would you be interested?

If yes:

Seller: Do you have a buyer?

Agent: We have many buyers in our office and in order to see if your house fits any of their needs, I will need to preview it. Is Wednesday or Friday better for me to come see your home?

Go to the meeting prepared to have a listing conversation and list the property.

If no:

Seller: No

Agent: OK, I'm sorry for interrupting your day.

Follow up with the My Town Gurus 12 in 30 FSBO Program until you get the listing.

Notes:

Offer to list their house on your MyTownGurus.com page.