



My Town Gurus

No One Knows Your Town Like A Guru

MyTownGurus.com

FSBO Listing Script

The Telephone Approach

Step 1: Identify Yourself

Agent: Hi. I'm calling about your house that is for sale.

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

Once you get the decision maker on the phone, then you ask the second question in this step:

Agent: Is the house still for sale?

The reason to ask this question **before** you identify yourself as a Realtor® is because if the homeowner knows you're an agent before you ask that question, they will tell you "No, the house is already sold." Or hang up on you.

The following conversation follows:

Agent: I'm calling about the house for sale.

Owner: Yes?

Agent: Is it still available?

Owner: Yes.

The owner is now excited and has their hopes up that they may have found a buyer.

Step 2: Introduce Yourself

Agent: Hi, this is Joe Agent from ABC Realtors. How are you today?

Move quickly into step 3

Step 3: Clarify

The purpose of this step is to learn if the seller is working with agents or not and if they are open to paying a buyers agent:

Agent: I'm calling today to see if you are open to working with Realtors® in the sale of your property. Are you?

If they say "yes" to that question you need to clarify the response.

Owner: Yes, we are working with Realtors®.

Agent: Do you currently have it listed with an agent?

If they are listed, wish them luck and get off the phone.

If they say “no”

Owner: We are not interested in working with brokers.

Agent: So, you are trying to sell it on your own?

Owner: We are.

Agent: Is that because you folks want to save the commission?

Keep in mind, they may also have had a bad experience with a Realtor®. Be prepared to explain how not all Realtors® are the same using the scripts taught in OHS 102 in the Step Ahead Training Academy™.

Owner: Yes.

Step 4: Commitment

This is the most important part of your conversation, You need to ask questions to learn exactly what the FSBO is committed to doing. Ask as many as you need to until you have a full understanding of what the FSBO is committed to and until you think they are ready to let you visit their property. Always be conversational, never presentational.

Sample questions:

- Where you trying moving to?
- When do you need to get there by?
- Have you looked at any houses there yet?
 - Are you waiting to sell this property first?
- What is your favorite thing about the place where you are moving?
- What type of house are you moving to?
 - Is it smaller or larger than your current home?
- The new home sounds fantastic.
 - Why did you choose that area to move to?
- Have you had a lot of calls on your current property?
 - Most homeowners will usually tell you they have had a lot of interest. Don't believe them.
- How long have you been living in this current house?
- What would happen if you didn't sell this house?
 - This question will show you their level of commitment.
- What do you like best about your current house?
- Do you have family or friends where you are moving?
- What is the biggest challenge you're finding right now in selling your home?
 - Many times the FSBO will not open up and tell you everything is going well.
 - Try to establish more rapport and trust to get a reliable response.
- Have you been getting any feedback from the buyers who have come through to selling a house?
- The house that you purchased, did you do that privately or through an agent?

- This shows whether they see any value in using a Realtor®. If they answer yes, you know they understand at least some of the value of a Realtor®, but don't want to pay for it.
- Do not address this at this time.

Step 5: Call to Action

Ask any of the following questions:

Agent:

- Would you be offended if I just stopped by to see your house?
 - What is that person going to say? "Yes, I would be thoroughly offended!" This line also works well with expireds.
- If I can help you move to Florida and you wouldn't have to pay a brokerage fee out of the monies that you need in order to make this move a success, would that be of interest to you?
 - This is a great question to ask a For Sale By Owner after you find out what he or she is committed to.
 - This dialogue sounds like you are working for free, but really it says the homeowner "wouldn't have to pay a brokerage fee out of the monies that [he or she] needs," not "the monies [he or she] wants."
 - What the homeowner wants and what he or she needs are two different things. If the homeowner presses you, you should have a prepared response:

Owner: How can you do that?

Agent: Are you familiar with how a buyer agency works? The buyer may elect to pay us? That is just one example of how that could work, but first let me come over, see what you have, and see if I can help you. If I can't, I will tell you in the first few minutes, so I don't waste your time. Does that sound fair?

Or:

May I just come over and see the house? I just want to see what I can do to help you.

Asking this question requires you to be a little more aggressive. You need to be careful when asking this because you don't want to create the impression that you have a buyer for the house and want to come by just to show the property and possibly sell it. Even if you do have a buyer lined up, you don't want to state that. Your objective is to come over and see if you can help the homeowner, pure and simple.

Or:

Mrs. Seller, you are letting complete strangers come into your home. Which is real interesting, because you don't really know them or whether they are, in fact, buyers. I think it's brave of you to put yourself in a position like this. Of everyone you let in, I'm probably the safest appointment you can give. Why? Because I am licensed by the state to help people get their property sold. In addition, I may have two, three, or maybe five potential buyers. By letting me in, it's like letting in five buyers. You've got nothing to lose and everything to gain. And, once again, I'm not going to convince you to do anything you don't want to do. I just want to see your house and see if I can help you. Look at me as just another buyer, is Tuesday or Thursday better for you?

You are committed to the same thing approach:

Agent: As a Realtor®, I'm committed to the exact same thing you are, which is to help sell your home and get you to Florida but for the highest possible price, not for the lowest. So, again, you've got nothing to lose and so much to gain.

Or:

If I paid you \$10,000 to see me, would you do it?

This is a great way of getting in the door. The response and explanation could go like this:

Owner: What are you talking about?

Agent: Well, I may be able to put an extra \$10,000 in your pocket if you let me come over and see your house. And there are a few different ways I can do that. First of all, you may be asking too little for your home. There may be some other features and benefits about the property that are not getting conveyed to the buyers, which could cost you in the negotiating process. In addition, I may have a buyer who's willing to pay you more than what you're hoping for or asking for now. There are a lot of reasons. The bottom line is, I may be able to put more money in your pocket if you let me come in than if you don't. Here is what I promise, if you don't let me come in, nothing will be different than what you've already got.

Or:

Mr. Seller, I know if you were sick you probably would go see a doctor, and you probably have an accountant do your taxes. If somebody threatened to sue you, you probably would call your attorney. Here I am, I'm a professional just like a doctor, accountant, or lawyer, but my focus is real estate. Now, what's real interesting is, yes, you can sell your own home just like you could do your own taxes, medicate yourself if you were sick, and even represent yourself in court, but the question is, should you? I'm not saying I want you to list with me, but at least let me come over, see your house, see what you have, and see what I can do to help you. At least have a conversation with me. It never hurts to talk to somebody, because the worst that will happen is that we will both leave our meeting more educated about the other. I'll leave more educated about your house and what you have to offer, and that might result in something good for you. And I suggest that you may leave a little more educated, because I have a license from the state, which took over 75 hours to obtain, that says I know what's needed to sell a house. As you've got nothing to lose and everything to gain, let's meet. Which day is better, Saturday or Sunday?

Follow up:

Send a hand written thank you note (see sample)

Dear Mr.....

I really enjoyed our conversation today. I hope that I can be of some service to you in the future. In the meantime, if you need anything or have any questions, please feel free to contact me. My contact information is shown below [and supply the info!].

Sincerely,
Your Name