FSBO Approach Script

Hi… I'm calling about the house for sale… Is it still available? (Yes)

My name is _____. Are you cooperating with agents… to get your home sold for more money?

("Yes"… No… "Maybe" - Their answer here does not matter - continue on…)

I'm _____ … May I ask your first name, please? Great!

The reason for my call… is that when you are ready to… list your home… I want to be one of the agents that you interview, okay?

I'm just curious… what is the advantage to you… to sell your own home?
(Listen to the Answer)

Interesting… so you're thinking that you'll… cut out the middleman… trying to sell the home yourself… and pocket the difference. Is that about it? (Yeah)

Question… what would the advantage be for a qualified buyer… someone with good credit & plenty of cash AND ready to buy soon… to find your home… and out of the thousands available… to come up to your front door and buy your home?

Well let's take your home for example. You are selling it for ($450,000), right?

Doesn't it make sense to you… that a person who has reached a point in life where they can buy a home for… $_____… knows they can walk into any real estate office in the country… and hire a buyer's agent… FOR FREE?

… And look at all the things that agent will do for them?

- They will go through the _____ homes currently available;
- Will take them on a door-to-door tour of the best 10 to 12 homes;
- They will negotiate to make the best deal for the buyer - not for you;
- They will arrange the best financing package for them;
- They will manage the details of the entire transaction; and
- Probably buy them a closing gift, too! All at no cost…

So… as nice as your home may be… what possible advantage does a QUALIFIED buyer have to purchase your home?

Since you do want to… sell for more… let's meet, so that you can begin the process. How about today at _____? Is your calendar handy?