

## FSBO Script

**Note:** The goal of contacting a For Sale By Owner is not to list their house over the phone; It's to get an appointment to view their property so you can meet them in person and increase your chances of listing their house when/if they decide to use a Realtor which the majority of FSBO's do.

**Also, remember what FSBO stands for:**

**F** – astest &  
**S** – hortest  
**B** – usiness  
**O** – pportunity

**You:** Hi! Is this the owner with the home for sale? *(Note: This is a pattern disrupt from what they expected you to open with.)*

**Seller:** Yes.

**You:** Excellent! This is \_\_\_\_\_ from \_\_\_\_\_. Who am I speaking with?

**Seller:** This is Tony. How can I help you?

**You:** Hi Tony, I saw your house for sale on \_\_\_\_\_. How much are you asking for the house? **OR** I was driving by and saw the for sale sign.

*NOTE: Chances are the seller is going to respond by telling you that the price was on the same site you found them on. It's a great opportunity for you to make a joke about how inaccurate prices can be online so you wanted to confirm. You might even say, "Have you ever gotten a Zestimate?? You can't believe everything you find online!"*

**Seller:** \$799k. Why? Do you have a buyer?

**You:** I might but I'm not sure because I haven't seen your property in person yet. As an expert in my area though I pride myself on knowing all of the potential inventory for my clients, which includes your home. I'm actually going to be in your area tomorrow around 4:00pm, WOULD YOU BE OFFENDED if I was to take a brief tour of your house? *(Note: Remember, you already planted the seed that you have to see their house to determine if you have a buyer for it.)*

**Seller:** I'm not listing my house!

**You:** I totally understand and that's not what I'm asking you to do. I just want to take a quick walk through the house. Who knows, I may even be able to give you some insider marketing tips to make it salable! Like I said, I actually plan to be in your area tomorrow around 4:00pm. Does that work for you?

**Seller:** Yes, that should be fine.

**You:** Perfect. Also, what's a good email that I can use for you? I've got something I'm going to send you that will help me when previewing your house. *(Note: This will get you the seller's email so you can put it in your database for follow up. When you get their email, make sure to follow up asking them what they believe to be the 3 top selling points about their house and what the 3 biggest challenges for a buyer will be. By putting the seller to work, they get used to working with you, helping to break down some of the wall they will put up for anyone they consider a salesperson.)*

**Seller:** OK. You can send it to \_\_\_\_\_.

**You:** Sounds good, I'll see you \_\_\_\_\_ at \_\_\_\_\_:00

*NOTE: Unless an obvious opportunity comes up for you to talk about listing their house, don't bring it up. You will lose their trust. Remember, over 80% of FSBO's end up selling their house with a Realtor in the end. Although they think they will make more money doing it themselves, on average they get 20% less when it is not listed on the MLS with access to all of the local agents and their clients. Instead, as you are getting ready to leave, follow the script below.*

**You:** Mr./Mrs. Seller, if you are going to try and sell your home yourself it's important that you know about any comparable properties that come up and will be considered your competition by prospective buyers. The more you know about these properties the better off you will be. Would you mind if I reach out to you every so often when I see something that you should know about so I can bring it to your attention?

*Note: No seller in their right mind will say no to this question so you have now created the expectation that you will be following up every week or so, but now you have a great reason why you are. Make sure to always find a property near theirs that is comparable at least once a week and follow up consistently until they are ready to let a professional do the job!*