

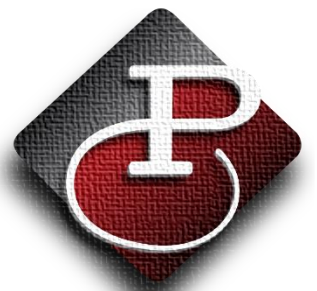
PREMIUM GROUP REALTY

For Sale By Owner

2019



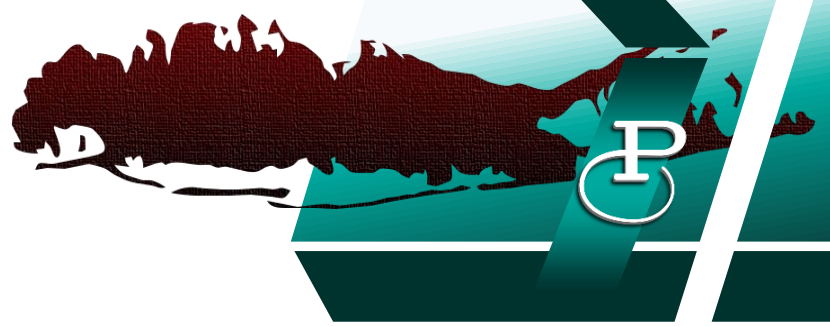
What You Say Matters





FOR SALE
BY OWNER

FOR SALE BY OWNER THE SYSTEM

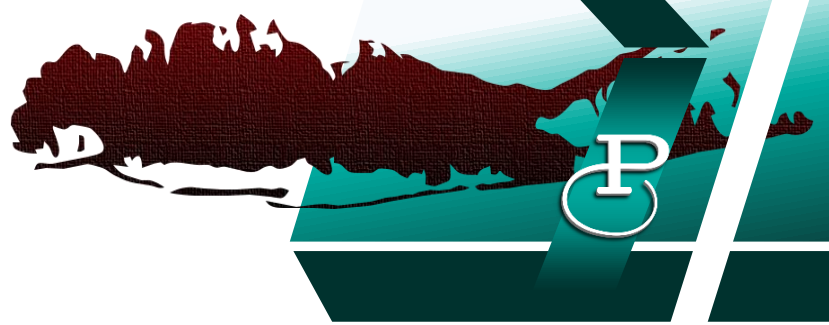


CONTACTING FOR SALE BY OWNER

On the first call, you have 3 objectives in mind:

- 1 Obviously, is to **SET A LEGITIMATE LISTING APPOINTMENT**. When you ask when they will list the home, you want them to say they are ready now. This will probably not happen often but if you call enough FSBOs, it will happen. It is important to set this as your intention on every call you make to a FSBO.
- 2 **SET A PREVIEW APPOINTMENT**. A preview is simply when you go out to take a look at the home and meet with the seller for a few minutes. (There are certain parameters a FSBO must meet before you want to preview their home which will be discussed shortly).
- 3 Decide if you ever want to call them back. If the seller is rude and you feel you would never want to work with them, throw them away. You are in control. Also, if you determine they absolutely have an agent they would list with, dump them.

FOR SALE BY OWNER THE SYSTEM



WHAT TO SAY TO GET THE PREVIEW APPOINTMENT

“Are you cooperating with agents on the sale?”

If they say “what do you mean?” respond with “If I bring you a buyer and you net the money you want, will you pay me a commission?”

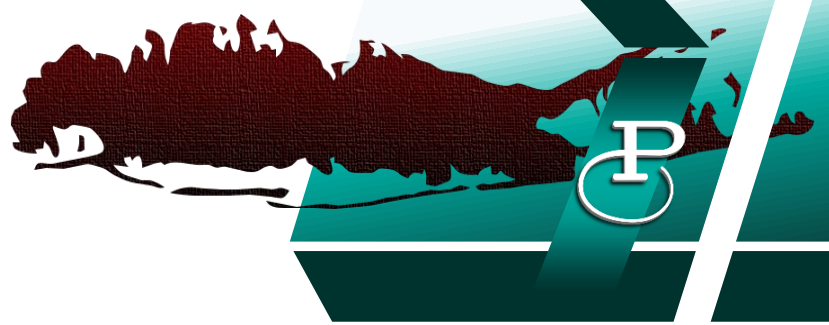
WHAT TO SAY ON THE PREVIEW APPOINTMENT

Your main objective at the home is to build good rapport and to really dig into their motivation. The meeting should only take 5-10 minutes. Thank them for having you over. Acknowledge the fact that they have received lots of calls from agents and that you really appreciate that they asked you to come over. Ask them for a quick tour of the home. As they are pointing out the drapes and carpet, re-ask all the qualifying questions. You will find that in person you will get much more truthful answers. You are now in their home and not just a telemarketing stranger. This is when 30 days on their own turns into a week or so before they'll list.

A FEW CRITICAL QUESTIONS TO ASK:

- “Realistically, how long will you try to sell this on your own before you will list?”
- Use drama when asking this one. “Mrs. Seller ... you mentioned on the phone you'd try for 30 days. Clearly you want to move to San Fran right away... you've got a couple kids ... a husband ... a full time job ... I mean selling on your own is a fulltime job in itself! Based on all that ... realistically, how long will you try to sell this on your own?”

FOR SALE BY OWNER THE SYSTEM



THE CLINCHER

"I really appreciate you having me over. My intention was to just look at the home. Now that I am here I have to say I am 100% confident I can sell it. If I can sell your home for the price you want, in the time frame that you need, and do all the work for you (or say eliminate all the hassle), would you consider listing this home with me this week?"

This question is critical to ask before you leave. It will typically illicit one of 3 responses. If they say **YES**, set the appointment to come back for a listing presentation. More often, they will say "I don't think you can get me the price I want if you add on your commission." This is a great answer to get!

Simply say:

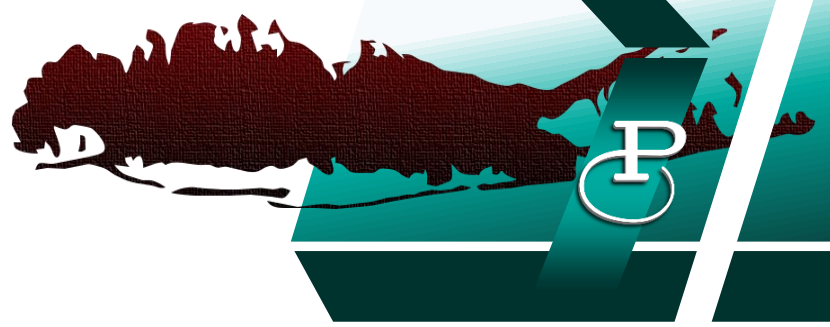
"I am not sure I can either. Let me go do my research now that I've seen the home. Let's get back together tomorrow at 5pm for 15 minutes to see if the numbers work."

WHAT TO DO AFTER THE PREVIEW

Massive lead follow-up is now essential. If they are going to list within one week, you should call them every single work day and ask for the listing. If they are more than a week away, call at least 2-3 times per week. You do not want anyone falling through the cracks so call them often you cannot over call them. The follow-up calls are easy because now they know you have completely separated yourself from your competition.

You can also consider sending postcards (in addition to calling) your FSBO leads. Be aggressive and send them at least 2-3 mailers per week. Do not let them forget about you! Work with your coach to create the best follow-up system for you. That is the whole system. The closer you follow it; the more listings you will take.

FOR SALE BY OWNER APPOINTMENT SETTING



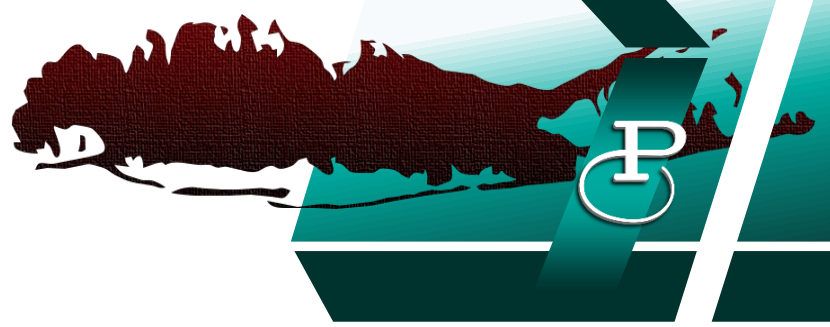
THE DIALOGUE

Hi ... I'm looking for the owner of the home for sale.

This is (name) with **Premium Group Realty**. As an area specialist, my goal is to know about all the homes for sale in the market place for the buyers I'm working with. Do you mind if I ask you a few questions about your property? Excellent!

- 1 I know the ad in the paper said it had (#) bedrooms and (#) baths,
 - Are the rooms a good size?
 - How is the kitchen?
 - Have the bathrooms been remodeled?
 - Would you tell me about the yard?
 - Tell me about your neighborhood: do you feel it's nice for raising a family?
 - Is there anything else that is important to know?
- 2 Sounds like you have a great home, why are you selling? (**Great**)
- 3 Where are you moving? (**Terrific**)
- 4 How did you decide on that area? (**Fantastic**)
- 5 Who did you want to sell your home to: a friend, neighbor or a relative? (**Great**)
- 6 How much is the new house you are buying? (**Good for you**)
- 7 So, do you have to sell this home first to close on the new one? (**Great**)

FOR SALE BY OWNER APPOINTMENT SETTING

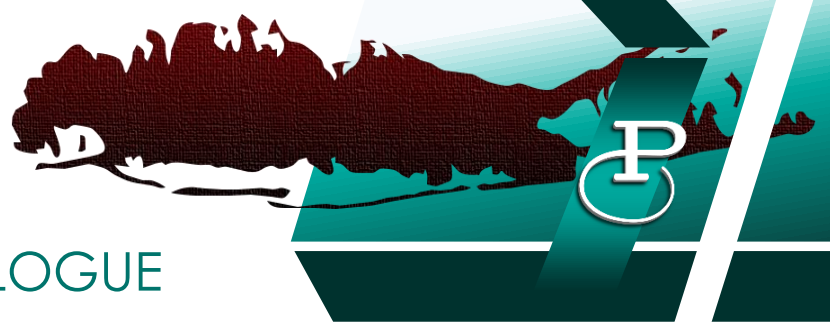


THE DIALOGUE

- 8 What is your time frame? Okay ...
- 9 How did you determine your sales price? Got it.
- 10 You know, with as many homes as are on the market right now, what are you doing differently to market yours? What else?
- 11 If there was an advantage to ... use me ... to market your home would you consider it?
- 12 Normally at this point ... I would say ... let's get together for 20 minutes or so ... so we can discuss how we can help you achieve your goal ... I have some time (___) or would (___) be better for you?
- 13 I'd like to have some information delivered before we meet ... where should I send it, to your home or office?
- 14 I look forward to meeting with you on (___), thanks again and have a great day!

FOR SALE BY OWNER

FOUR TYPES OF BUYERS DIALOGUE

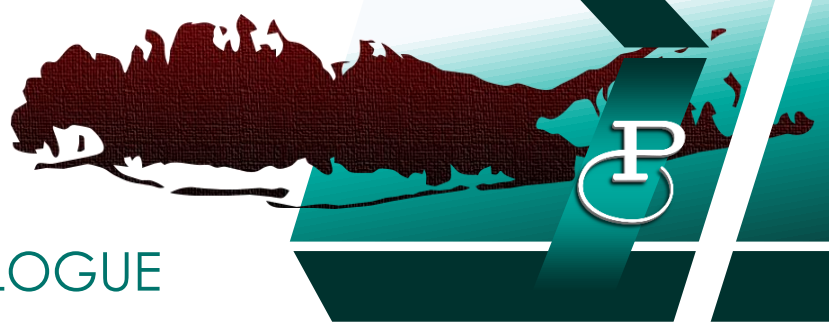


THE BUYERS DIALOGUE

- 1 Just out of curiosity how many calls did you receive last week?
- 2 How many of those were from Realtors?
- 3 That leaves ___ potential buyers.
- 4 Out of ___ how many came to see your home?
- 5 Out of the ones that came to see your home how many gave you an offer?
- 6 (If applicable) Do you know why they didn't give you an offer?
- 7 There are **4 Types of Buyers** ...
- 8 **The First Type** is serious and in a hurry they may be relocating from another city and have 3 days to find and buy the right home. Or they may be someone who's home sold last night and today they need to find their replacement home.
- 9 Because they are in a hurry do you think they will be with a Realtor or do you think they are reading every ad in the paper looking for FSBO's?
- 10 Realtors have 97% of all the homes on the market listed with them and only 3% are FSBO's so ... the more you think about it, the more it makes sense that the serious and in a hurry buyers work with a Realtor ... does that make sense?

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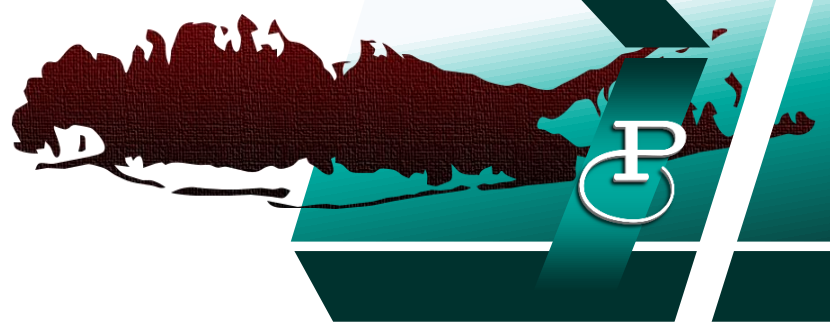
FOUR TYPES OF BUYERS DIALOGUE



THE BUYERS DIALOGUE

- 11 **The Second Type** are serious but not in a hurry ... they may be a first time buyer ... proceeding cautiously ... wanting someone to hold their hand ... or ... they may be looking for that perfect home ... Did you know that last year the average buyer looked at 54 homes before making a decision?
- 12 Naturally these people want a Realtor to help them, to guide them and make them feel secure ... can you see that?
- 13 **The Third Type** you may have encountered ... they are investors or bargain hunters ... preying on FSBO's that are in a hurry to sell at a discount. What's the only thing they are looking for?
- 14 And of course **The 4th Type** can't afford to buy ... and they will never buy ... because they are just looking ... We call them looky-lous.
- 15 In fact Realtors don't put them in their cars because they can't afford to buy and are not qualified to buy.
- 16 So you can see Mr. & Mrs. FSBO if Realtors have 97% of all the properties that are on the market it only proves that the serious buyers are going to work with a Realtor and what kind does that leave for you?
- 17 The investors, bargain hunters and the looky-lous, right?

FOR SALE BY OWNER OBJECTION HANDLERS



“We want to try selling it ourselves.”

I totally understand the thought of trying to get a home sold yourself ... I mean, let's face it ... saving that commission can mean some good money in your pocket ... right? (Right)

So I'm curious, are you familiar with the difference between passive and active marketing? (No)

Really quick ... Passive marketing is basically sitting around doing nothing like, holding open houses, sending out flyers or advertising in the newspaper ... Were you thinking about doing any of these things? (Yeah) I was afraid of that!

These methods only work about 25% of the time! Yet, agents sell this concept as if this was the answer to all your problems ... right? (Right)

Which then makes you think well, what's so hard about that ... I could do that ... right? (Right)

The problem is ... this doesn't get a home sold anymore ... Do you understand now what I mean by passive...? sitting around with your fingers crossed ... waiting for the buyer?

Active Marketing, on the other hand, is literally getting on the phone every single day and personally contacting as many people as I can 25, 50, even 100 a day.

The key is ... asking them if they would like to buy your home, if they know someone who would like to buy your home, or if they would like to sell their home.



FOR SALE BY OWNER OBJECTION HANDLERS

SELLING THE IDEA

Do you know why I ask if they would like to sell their home? Because the more signs I have the more buyer's calls I get to show your home ... Does that make sense? Now ... Which way passive or active do you believe will get your home sold? And you understand that I am doing active marketing on you as we speak, right? So, how many people do you think you could call a day to try and get your home sold ... and by the way have you ever done telephone soliciting before?

FIRST ALTERNATIVE

You can try it. Lots of people do. It is like going to Las Vegas. Millions of people go, and every now and then someone hits the jackpot, but the vast majority of people lose money or Las Vegas wouldn't be there. Every now and then a seller hits the jackpot, but the vast majority need a realtor or the real estate industry wouldn't be here.

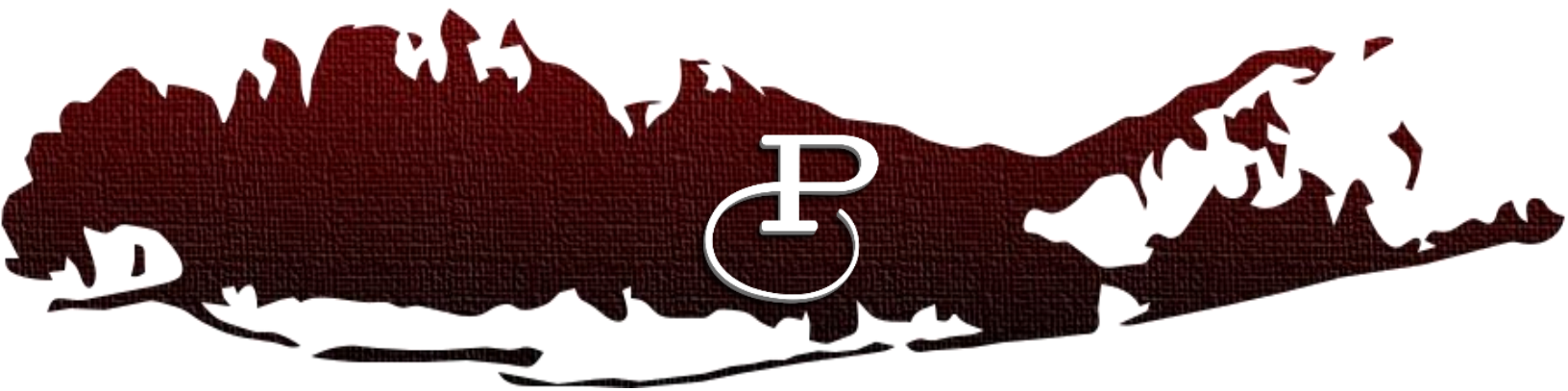
SECOND ALTERNATIVE

Let's talk, okay? John, you are an attorney and try cases in court daily. I can't imagine walking in and trying the case myself. I am a professional real estate agent. I know what I am doing. I am here to release you from the extra stress. I have a record 98.8% full contracts. I earn my commission. I bring you top dollar. I close the deal.

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PREMIUM GROUP REALTY

Committed To Excellence



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