

THE FSBO SCRIPT

Hi, this is _____ with _____, and I'm calling about the home for sale ... is this the owner? I'm doing a survey of all the FSBOs in the area and I was wondering ...

1. If you sold this home ... where would you go next? (LA) That's exciting!
2. How soon do you have to be there? (Three months) Fantastic!
3. How would you rate your motivation to move ... on a scale of one to ten? (Five) Good for you!
4. What methods are you using for marketing your home? (Sign and ads) That's great!
5. How did you determine your sales price? (Other agents) Fantastic!
6. Are you prepared to adjust your price down when working with a buyer? (Within reason) Terrific!
7. Why did you decide to sell yourself ... rather than list with a Real Estate Agent? (Save the commission) Great!
8. If you were to list ... which agent would you list with? (None in mind) Fantastic!
OR ... How did you happen to pick that agent? () Good for you!
9. How did you happen to pick that agent? () Terrific!
10. If you were to list ... what would you expect the agent to do ... to get your home sold? () That's great!
11. How much time will you take ... before you will consider ... interviewing the right agent for the job of selling your home? () Excellent!
12. What has to happen ... before you will consider ... hiring a powerful agent like myself ... for the job of selling your home? () Perfect!
13. Are you familiar with the techniques I use to sell homes? () You're kidding!
14. What would be the best time to show you ... _____ or _____?