**FSBO Script**

1. Hi, I’m calling about the house for sale. Are you the owner? (Yes.) Great!

2. My name is \_\_\_\_\_\_ and I am a REALTOR with Keller Williams Realty. I was just giving you a quick call because...I work with a lot of buyers and sellers in your area...so just wanted to find out ...what I can do to help you? ( ) Great!

3. By the way, again my name is \_\_\_\_\_...what is your name? ( ) Hey, \_\_\_\_\_\_\_\_\_\_\_\_.

4. So \_\_\_\_\_\_\_ When the home sells for you guys, where are you moving next? ( ) That’s exciting!

5. How soon do you need/want to be there? ( ) Great!

6. What methods are you guys using for now to marketing your house So you guys already has a internet side taking care of.

7. Quick question,How long you guys gonna wait before you may consider using a agent like myself to help you with the sell the property.

8.-Yes (Okay) When that time comes do you have already an agent in mind you will use or would you be open exploring your option that point ? (Okay)

9.\_\_\_\_\_\_\_ if we could together... work together right, not only help your home sold sooner, but actually get you the money you need take with you to (\_\_\_\_\_\_) would you consider interviewing with us now?

10. So when you will be available just for a 10 to 15 minutes conversation to see if you guys qualify for us to help you?

Are u guys available more in afternoon or early evening ?

11. I have the \_\_\_\_ numbers of you is that the best number to reach you at? (Okay great)

This is what I’m gonna do I’m gonna send you a text message with my information go head just text me back with your e-mail and we will take it from there okay ?

Okay thats sounds good \_\_\_\_\_ look forward to hearing from you guys and

meeting with you and helping you get over \_\_\_\_ with all the money you need in your pocket.

**Objections**

**“Only if you have buyer”**

“Bring me a buyer.” or “I’m willing to pay an agent who has

a buyer...but not going to list.”

Excellent! Sounds like you are willing to cooperate with an agent that has a

buyer. Is that right? Okay great!

Are you guys offering commision to agent who do have buyers ?

(If say yes this much)

Okay \_\_\_% got it. (Go to 3.)

**“Do you have a buyer?”**

That’s a great question. We do have a number of buyers....however I’m not

calling today because of a specific buyer for your property. What I do is find

buyers for people... like yourself...who you want to... sell their home. So

you are willing to...cooperate with an agent...that has a buyer, correct?

(Yes.) Fantastic. ( Go to 3)

“We’re not going to list.”

So right now you’re not really planning to...hire an agent. Got it! (Go to 3)

**“We’re just gonna selling it ourselves”**

Okay cool so you guys wanna try it yourselves.

If there was a marketing techniques and other methods is more effective

the just putting on zillow, craiglist and other websites. Would you guys know about that. \_\_\_\_\_\_\_ so at this point you are at least open to maybe having a list of conversation with me how we can help you is that right?

**“If only you can bring the buyer“**

Okay now I can tell you right now \_\_\_\_\_ I do work with number of buyers however I can’t guarantee you that my buyers gonna be the one is the pay you the most. Can I explain ? So which method do you feel would be more effective in getting you not only more offers but more money ?

**Option A:** Agent like myself or any other agent who calls you brings you

one or two buyers or

**Option B** : Exposing your home to every single agent and buyer out there

and having all of them come to see your house.

Which one do you think will be more effective?

So if we were to get together for a few minutes \_\_\_\_\_\_ I’m gonna explain to you in detail how we working together help you get you all of those people into your house versus just one agent at a time how’s that sounds?

(Go to 10)

**“How much commision you are charging”**

That’s a great question \_\_\_\_\_. Obviously in state of Maine commision 100% negotiable right ?

So if we were to get together and the numbers made sense you netted what you what and we could in fact help you get home sold sooner rather than later that is a result that would you like. Correct ? (Go to 10 )

**“Can I call you back for schedule a time?”**

Absolutely. Yeah. I wanna be on the same page too. If you were pick a time

normally work for you earlier in the weekdays or later in the weekdays?

Can I propose you win win situation \_\_\_\_\_\_? Okay, this is what I’m gonna do for you \_\_\_\_\_ I’m gonna go ahead right now. I’m gonna get your e-mail. I’m gonna send you over some very helpful information that’s gonna give

you some tips to additionally market your property to more agents and buyers and in the meantime let’s do this let’s \_\_\_\_\_ day it sounds like it might be work for you let’s pencil it for \_\_\_\_\_ p.m and I call you \_\_\_\_\_ morning for confirm our meeting for \_\_\_\_\_p.m. Is that fair ? (Cool)

**“ We’re still going to keep trying FSBO for at least another month”**

1. Excellent. And... I’m not trying to get you to... stop trying to sell it yourself. I’m simply interested in helping you get the results you want... which is to... get your home sold... in the best time possible,

with the least amount of hassle, and net you the most money possible in your pocket, right? (Yes.)

2. Because that’s what you want, isn’t it? (Yes.) Excellent!

3. When would be the best time for you to... get together with me... so we can go over some options... Wednesday at 4:15 or would Thursday at 2:15 be better ?

**Expired Script**

Hi, is this \_\_\_\_\_\_\_\_\_\_\_\_\_\_? Hi, \_\_\_\_\_\_\_\_\_\_\_\_\_\_...my name is \_\_\_\_\_\_\_\_\_\_\_\_\_. I’m a local real estate agent....and I was calling about your house for sale... I guess you’re aware by now that the MLS is showing your home is OFF the market... "

1. And I was wondering...when are you going to...interview agents again...for the job of actually getting it SOLD.... ( ) Excellent!/Really!

2. If your property had sold...where were you planning to go next? ( ) That’s exciting!

3. What’s taking you to \_\_\_\_\_\_\_\_\_\_\_\_\_\_? ( ) Good for you!

4. How soon did you want/need to be there? ( ) Wow!

5. So \_\_\_\_\_\_\_\_\_\_\_....any idea what stopped it from selling? ( ) Really!

6. How did you choose the last agent you had? ( ) That makes sense.

7. How did you feel about the job the agent did? ( ) That’s good./Oh no!

8. So...what do you think was missing...that kept it from actually selling?

9. Now...it sounds like...you do still...want to sell your property....right? (Yes.) Great!

10.If you could...get it sold...for top dollar...in the next 30 days...and get

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (their motivation).... That is something you would still...be excited about...yes? (Yes.) Perfect!

11. And...If I could help you...make it happen...that would be OK with you...right?

(Right.) Excellent!

12.When would be the best time for us to...get together...and take a look at how we can make that happen....how about Wednesday at 4:15...or would Thursday at 4:15 be better?