

FSBO Appointment Setting Script

Hi, I'm looking for the owner of the home for sale at _____

Hey Mr or Mrs: _____ How are you today?

This is Dee with Eagles World Realty

Hey listen, I have buyers who are looking in this general area or in your neighborhood and my goal is to know about all the homes for sale in the marketplace for my buyers.

Do you mind if I ask you a few questions about your property? Excellent!

1. My system indicates the home has _____ bedrooms and _____ baths, is that correct?
2. Are the rooms a good size?
3. How is the kitchen?
4. Have you done any upgrades or improvements to the property?
5. How's the curb appeal?
6. Would you tell me about the yard?
7. Tell me about your neighborhood: How about the schools? What about shopping? Access to highways?
8. Is there anything else that is important to know about the property?

Sounds like you have a great home, why are you selling? (Great)

1. If you were to sell this home, where are you moving? (Terrific)
2. How did you decide on that area? (Fantastic)
3. Who did you want to sell your home to: a friend, neighbor, or a relative? (Interesting)
4. How much is the new house you are buying? (Good for you)
5. So, do you have to sell this home first to close on the new one? (Great)
6. What is your time frame? Okay...
7. How did you determine your sales price? (Got it)

In today's market what are you doing differently to maximize your profit? (Hot Market) WHAT ELSE?

1. Why are you selling yourself... rather than using a professional agent (interesting)

There are advantages to using a real estate professional and we'll get into that in a minute.

2. If there was an advantage to using me to market your home, would you consider it?

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?

3. I'd like to have some information delivered before we meet... where should I send it, to your home or office?

4. I look forward to meeting you on (), thanks and have a great day.

I'D LIKE TO MAKE SURE YOU GET TOP DOLLARS FOR YOUR HOME

Do you know there are 4 Types of Buyers Script

Just out of curiosity, how many calls did you receive last week?

How many of those were from realtors?

That leaves _ potential buyers.

Out of _ how many came to see your home?

There are 4 types of buyers...

1. 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 whose home sold last night and today they need to find their replacement home. Because they are in a hurry most likely solicit the assistance of a professional real estate agent

Did you know that 97% of all the homes on the market are listed by a realtor?

2. **The second type are serious but not in a hurry...** they may be first-time buyers and on average they view 54 homes before making a decision. They are wanting someone to hold their hand and depend on the expertise of a realtor: (finding a lender, schools, areas, contract, the process, a general buying orientation and negotiating skills.)

Naturally these people want a realtor to help them, to guide them and make them feel secure... Can you see that?

3. **The third type you may have already encountered...** they are investors looking for bargains

4. And of course, the **fourth TYPE ARE THE ONES THAT WE CALL THE LOOKERS WHICH MAY BE NEIGHBORS, PEOPLE THAT ARE NOT QUALIFIED, not ready or can not afford**

So, you can see Mr. _____

So as you can see, it is proven that 97% of the homes LIST with a REALTOR and because we expose your home to those buyers that otherwise you don't get access to, you have the opportunity to increase your profit.

Objection: “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)**

Real quick... **Passive marketing** is like holding **open houses, sending out flyers or advertising online.** Is this the type of marketing done?

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... By only doing **ONLY** this method, you may miss the best buyer for your home, The one that is qualified and ready to pay more money...

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.

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 you home sold... and by the way have you ever done telephone soliciting before?

Objection: “We want to try selling it ourselves.”

[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 needs a realtor or the real estate industry wouldn't be here.

[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 record sales. [share stats]

I earn my commission. I bring you top dollar. I close the deal.

SCRIPTS FOR EXPIREDS AND FSBOs

Use the following scripts to practice getting the pre-listing appointment, what to say on the listing appointment and how to lock down the deal.

FSBO Script: What to Say on the Preview Appointment

Are you cooperating with agents on the sale?

[If they say, "what do you mean?" Respond with...]

FSBO Script: 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 a lot 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 telemarketing strangers. This is when 30 days on their own turns into a week or so before they'll list.

Key question 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 full-time job itself!

Based on all that... realistically, how long will you try to sell this on your own?

They System 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 elicit 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 5 p.m. for 15 minutes to see if the numbers works.

SCRIPTS FOR EXPIREDS AND FSBOs

Sellers with expired listings are often frustrated and anxious. Your job is to help recognize the potential of working with an agent like yourself.

Expired Dialogues: Creating Connection Script

Hi... I am looking for ___. This is ___ with ___. I noticed your home was no longer on the market. I was calling to see... do you still want to sell it? [If its clear they are getting lots of calls, use these effective lines]

Are you just taking your home off the market?

Are you getting a lot of calls?

These agents are like rats coming out of the woodwork... aren't they?

Can you imagine if you had to work with these people every day like I do?

If you... sold this home..., where would you be going next?

What is your time frame to be moved? (Ouch)

Why do you think your home did not sell? (Really)

How did you pick the last agent? (That obviously didn't qualify them to sell your home)

Has anyone told you exactly why you home did not sell? (Great)

The only reason a home does not sell in today's market is because of exposure... did you know that?

If I can show you how to upgrade your exposure to the market and get your home sold... would that be of interest to you? (Perfect)

Let's meet for 15-20 minutes so you can see exactly what it will take to... sell your home.

What would be better for you ___ or ___?

Expired Dialogue: If You Got an Offer Yesterday

Hi, I'm ___(Name) with ___(Company). I'm sure you know your home came up today as an expired listing... and I was curious... if I wrote an all cash, great terms offer yesterday... where would you be moving to? Is that something you'd still like to do?

I've discovered there's only 3 reasons a great home like yours doesn't sell...

The Marketing and Exposure on the home wasn't enough to attract the buyers and agents in the area.

The home didn't show well or capture the buyer's emotions... or

The pricing strategy... I'm curious... There are 2 ways to price...

High negotiations or

Fair Market Price to create a potential bidding war

Which did your agent recommend?

Bottom line... is if I can market it properly and sell your home in the next 30 days, would be worth it for us to sit down and explore it?

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Do you mind if I ask you a few questions about your property? Excellent!

My database reflects you have (#) bedrooms and (#) baths, is that correct?

Are the rooms a good size?

How is the kitchen?

Have you done any upgrades or improvements to the property?

How's the curb appeal?

What about the the yard?

Tell me about your neighborhood: How about the schools? What about shopping? Access to highways?

Any other highlights you feel is important to know about the property?

Sounds like you have a great home, why are you selling? (Great)

If you were to sell this home, where do you plan to move? (Terrific)

What prompted you to decide on that particular area? (Fantastic)

Who did you want to sell your home to: a friend, neighbor, or a relative? (Interesting)

How much is the new house you are buying? (Good for you)

So, do you have to sell this home first to close on the new one? (Great)

What is your time frame? Okay...

I was wondering how you arrived at the sales price? (Got it)

In today's market, what are you doing differently to maximize your profit? (Hot Market)

Why are you selling yourself... rather than using a professional agent (interesting)

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