



*Tim & Julie*  
**HARRIS**<sup>®</sup>  
REAL ESTATE COACHING

## **For Sale By Owner Ten Follow Up Rules**

*\* You don't have to be perfect at FSBOs to prospect them every day. The only way to improve is with daily, real world practice.*

*\* Remember – the Sellers don't have your script! Concentrate on our four standard script rules: find out motivation, timeframe, build rapport, and close by asking great questions and listening to the answers.*

*\* Remember – you are the best agent for the job. You get sellers the most money in the least amount of time with the fewest hassles!*

### **Follow Up Rules for Unrepresented Sellers**

- 1. Never argue with the seller, or 'make them wrong.'**  
Respect their choice to try to sell on their own rather than looking down on them or trying to make them feel bad or wrong.
- 2. Your goal on every lead follow up call is to set an appointment.**  
Begin your calls with this in mind.
- 3. Ask questions and listen closely to the answers.**  
Repeat and affirm what the seller says to you. It is in your interest to listen to their needs. This is one of the things that makes HREU-educated students different. Understanding their needs allows you to logically close for an appointment.
- 4. When following up, focus on the seller's motivation and timeframe.**  
Use questions such as: "Do you still need to be in \_\_\_\_\_ by \_\_\_\_\_?"
- 5. Anticipate objections on the call.**  
Use your 'Expired Zingers' scripts, and your 'standard objection handler' script.
- 6. Use the FSBO stats article to back up your scripts.**  
Find this article at [www.harrisrealestateuniversity.com](http://www.harrisrealestateuniversity.com) - it is called 'FSBO Stats Article.'
- 7. Don't give up!**

Plenty of agents call once on a For Sale by Owner – very few follow up. Be the one who follows up and you'll be the one with the listing and the sale.

**8. Remember that Unrepresented Sellers are often Unrepresented Buyers.**

Find out if they are working with a buyer's agent – if not, be sure YOU are their buyer's agent. If they are relocating, refer them and earn the referral fee.

**9. Remember our FSBO math – you don't have to list all of them for this to be a very viable, profitable spoke for your business wheel.**

Set a monthly goal of listing a minimum number of FSBOs.

**10. Follow up in person whenever possible.**

Drop in on the FSBO Open Houses – door knock and follow up. In order of effectiveness, follow up works like this: the most powerful is, in person. The next most powerful is via telephone, followed by email and then snail mail. Never rely on mail or email alone.

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