



Tim & Julie
HARRIS[®]
REAL ESTATE COACHING

FSBO Script

FSBO: Hello?

Hi. This is Tim Harris with ABC Realty. I noticed you have your home for sale. As you probably know, we work with a lot of buyers in the area. I'm calling to get some information about your home.

FSBO: "We're not working with any real estate agents..."

Laugh... I can appreciate that. I don't blame you! If I didn't have a license, I'd do the same as you. It makes perfect sense to me. But let me ask you a really quick question.

Go to: "If I were to bring a buyer to you, etc." and "When it sells, where would you go next?"

[The goal is to get them engaged with telling you about the home.]

Can you tell me more about your home?

What have you changed in the house since you purchased it? (Upgrades, etc.)

What is the age and condition of the major utilities?

Do you know if any maintenance items are needed?

So, if one of my buyers was to want to purchase your home in the next sixty to ninety days or so, would that present a problem for you?

FSBO: Do you have a buyer? YES/NO

I very well might. I would have to see the property first.

If my buyer were to purchase your home, where would you go next? [Buyer side]

---, Great. How soon do you need to be there?

FSBO: Save commission/have done it before/etc. in sales.

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Overwhelmingly agree with them.

You know what? That's great, Mr./Mrs. Seller. The truth is that if I didn't have a real estate license, I would probably try to sell my home myself too. You certainly sound more than capable of selling it yourself. But let me ask you a really quick question.

*If I were to bring a buyer to you that would purchase the house at **your price** and close around **your schedule**, and this buyer has no home sale contingencies, inspection issues, or appraisal issues – in other words – [Mr./Mrs. Seller], you're completely in control of the process and this is the buyer you've been hoping for. Most importantly, the check I hand you at closing is the same, if not significantly more than you're able to get selling it yourself, then why wouldn't you list it with me?*

FSBO: If you can do all of that, then I would list it with you.

Excellent, Mr./Mrs. Seller, I'm going to be in the area today at 6pm and again tomorrow at 7pm. Which would be better for you?

[Sometimes the seller will circle back and ask if you have a buyer. You should then repeat that you very well might, but that you must see the property first. Then continue to close for the appointment.]

What happens next? I'll deliver my Prelisting Packet to you. It will be sitting on your door in an envelope within the next few hours. Please take ten or fifteen minutes to completely review all of the information in the packet so that when I stop by we can just focus on the things that are most important to you.