



Tim & Julie
HARRIS®
REAL ESTATE COACHING

For Sale By Owner

1. Stop calling them FSBOs. They are Unrepresented Sellers.
2. What are your beliefs about FSBOs/unrepresented sellers? Let's make a list of what you believe, what you've heard about them, etc.
 - a. They are always overpriced.
 - b. They don't cooperate.
 - c. They hate agents.
 - d. You can't make any money working with them.
 - e. They will cut you out of the deal.
 - f. They are not motivated.
3. Where do those beliefs come from? Do they come from limited experience with FSBOs? Or other agents? Or another myth? These things really come from the secret society of FSBO-loving agents! These are agents who **do** help Unrepresented Sellers, and who **do** make much of their income from this particular spoke. You need to join this secret society.
4. To move past your FSBO hang ups, ask yourself these four questions:
 - a. Are my beliefs true? (They're always overpriced/they don't cooperate/etc.)
 - b. Are my beliefs absolutely true?
5. What am I leaving on the table if I decide not to embrace this spoke?

➤ **Potential Income from FSBO/Unrepresented Sellers:**

Let's talk about a minimum standard. When you call five FSBOs per day, (25 per week) even without having the script perfect, you should net a minimum of one listing taken and five good leads to follow up on which will eventually net you another one or two listings in the future. Let's say that you have other stuff going on and you get distracted - for example, if you're only able to make 25 FSBO contacts per week, two weeks per month. That will result in two listings taken per month. Let's say that one of them sells and the other

produces at least one closeable buyer lead while you have it listed. That means by contacting 25 FSBOs per week, only two weeks per month, you'll net at LEAST two transactions per month.

Let's say your average sale price is \$350k. That results in a \$10,500 commission. Let's say you're on a 60% split to you with your broker. That equals \$6,300 net commission, x2 deals = \$12,600. \$12,600 x 12 months = \$151,200.

Is that resulting amount more or less than you're making now? If it is less, what would happen if you added this to your existing income? If it's more, what if this were a predictable spoke for you? Who would you be as a professional real estate agent if you lost your old beliefs and embraced beliefs that were actually profitable?