

Mastering the FSBO

The Three-Pronged Approach

- 1) Call (If unable to call...)
- 2) Visit (If not home...)
- 3) Leave or Send a Letter

The Rules of the Game

- 1) Do not stop talking without asking a question
- 2) Don't move on until they answer it

Setting the Appointment

Call Script:

"Hello, is this the person with the house for sale on _____"

Yes.

"Is it still available?"

Yes.

(DO NOT PAUSE)

"This is _____ with _____. I would like to come over and share with you a program that was designed for today's market to help For Sale By Owners sell their home without a real estate agent. Would you have some time this evening or would the weekend be better?"

Canvassing Script:

"Are you the person selling the house?"

Yes.

"Is it still available?"

Yes.

"My name is _____ and I would like to share with you a program that we have created to help For Sale By Owners sell their home without a real estate agent. Would you have some time now or would _____ be better?"

Five Areas for Objections

**Note: When handling objections, always remember The Rules of the Game.*

1. What kind of program?

“Well, what I would like to do is go through a program that we have created that is designed to help For Sale By Owners sell without a real estate agent. (Alternative Choice Close) Would you be interested in seeing it this evening or would _____ be better?”

2. If we list, we will list with our friend or (name).

“Ok. But you are trying to sell your home on your own right now, aren’t you?”

Yes.

“Well, if you properly implement the program I am going to share with you, you won’t have to call your friend to list your house. (Alternative Choice Close)”

3. Can’t You Just Mail it?

“No. It’s really not self-explanatory. I will need to go over it with you. (Alternative Choice Close)”

4. I don’t want to list with a real estate agent.

“Great! This program is designed to help you sell your home on your own. (Alternative Choice Close)”

5. Why would you want to help me sell my own home?

“Well, my hopes are that maybe you will refer me to someone who doesn’t want to sell on their own or needs to purchase a home. Does that make sense?”

Yes.

(Alternative Choice Close)



(or)

“Well if I help you sell your home, my hope is that you will let me assist you in purchasing your next home. (Alternative Choice Close)

(or)

“Well you are really competition for my listings and the faster I get you off the market, the better it is for my sellers. (Alternative Choice Close)

