

Objectives:

1. Develop the skill to obtain a FSBO Listing Appointment
2. Understand the Three Prong Approach and Rules of the Game
3. Understanding Digital Prospecting
4. How to schedule the Follow up Appointment

Setting the Appointment**→ Three Pronged Approach**

- _____ (Check the DNC)
- _____ in Person
- _____ or Mail Letter

Rules of the Game:

1. _____

2. _____

Notes:

To reduce Time and Frustration in locating, qualifying and cleansing Expired and FSBO leads consider an Automated System.

Your Time is to Valuable...



To learn more and receive a discount visit our website at:

- ➔ <http://danelzer.com>
- ➔ Click on PARTNERS

Setting the Appointment

➔ The FSBO Listings

- Identify _____

- Determine _____

- Identify _____

- The _____

Script your offer:

Notes:

Setting the Appointment

→ The FSBO Listings

▪ _____ Close

• Objections:

• Dealing with Objections:

Notes:

The Follow Up Appointment

- Identify them
- Identify yourself
- Remind them that you were going to call
- The Offer
- Alternative Choice Close

Can't You Mail or Email it?

Digital Prospecting

On Average 49% of Listings that Sell were Referred by a Friend or Acquaintance

- Social Media

Research in Facebook and LinkedIn

- FSBO Websites

Use Assistance Approach

Notes:

Digital Prospecting

- Zillow

- Craig's List

Moving Forward:

1. Create your own Management System
2. Begin with a Great Presentation
3. Keep your Pricing Formal
4. Be Consistent in your Follow-Up
5. Be in Control in your Follow-Thru

Notes: