

Objectives:

1. Understand the Levels of Need
2. Understand the FSBO Mindset
3. Develop a FSBO Program
4. Develop the System to secure the Listing

Levels of Need

Level One - It's Almost Perfect

Level Two - I'm a Little Dissatisfied.

Level Three - I've got Significant Problems.

Level Four - I need to Change Immediately.

(Impulse Level)

* Neil Rackham – Spin Selling

Why do Sellers go FSBO?

→ _____

→ _____

→ Think _____

→ Just _____!(Fishing)

Notes:

Define a FSBO:

A person who has entered the Real Estate Profession for the purpose of one transaction

What do they need to know?

→ _____ Details?

→ _____ Details?

→ Proper _____ ?

→ Proper _____ ?

Do they Know these things?

Do they Think they Know them?

Notes:

Our Goal is:

To take them from _____
_____ to _____
_____.

When they are _____ :

They believe they are _____

What is their Level of Need? _____

When they _____ Confidence:

They _____ us as the _____ ?

They are willing to Pay for our _____

How do you _____ ?

_____ the Job

Make it sound _____

Notes:

What Level of Need do we need to get them to?

How will you know they are a _____ ___?

Questions...

Any question about our Ability, Terms
or Fees

The Initial Appointment

→ Get to the appointment on time.

→ Teach them how to ...

→ Give them some tips on ...

→ If still Level 1, Columbo Close

→ When you leave, make notes and plan your next
appointment

Notes:

The Follow up Appointments

- Get to the appointment on time
- Go to the Kitchen Table
- Share the new information
- Watch for level 3
- Always ask the magic question on the appointment,
“Would you like to see how I would handle the sale of
your home?”

Moving Forward

1. Practice the appointment process
2. Remember the Levels of Need
3. Help them don't Sell them
4. Develop any collateral you will use
5. Remember the Magic Question
6. Watch FSBO Part 2

Notes: