

fsbo scripts



FSBO SCRIPTS

Tom Ferry's 'Appointment Setter' FSBO Script

Agent: Hi, I'm looking for the owner of the home for sale. This is **Kevin** with **eXp Realty**. As an area specialist, I aim to know about all the homes for sale in the marketplace for the buyers I'm working with. Do you mind if I ask you a few questions about your property?

(Wait for a positive response.)

Agent: Excellent! I know the ad in the paper said it had (#) bedrooms and (#) baths. Are the rooms a good size?

(Listen to the homeowner's answers to all of these questions. Be interested.)

Agent: How is the kitchen? *(Listen for their answer.)* Have the bathrooms been remodeled? Would you tell me about the yard? Tell me about your neighborhood—has it been a nice place for you and your family?

(Let them tell you as much about the home as they want.)

Agent: Is there anything else that's important to know?

Agent: Sounds like you have a great home. Why are you selling?

(Listen to their reason. You may learn something you want to know.)

Agent: Where are you moving? *(Listen to their answer.)*

Agent: How did you decide on that area? *(Listen to their reason.)*

Agent: How much is the new house you're buying?

(Listen to their answer. It may give you clues to help you find their pain point.)

Agent: You know, with the current market, what are you doing differently to market your house to stand out?

(This is where you're indirectly pointing out that they don't understand exactly what real estate agents do and how you can help. They will tell you what they're doing, which probably isn't much. Don't tell them what they should be doing instead. Just listen.)

Agent: What else?

Agent: So, do you have to sell this home to close on the new one? *(This is important. If they do need to sell, they will feel more pressure as time passes.)*

Agent: If you don't mind me asking, how did you determine your sales price?

Agent: OK, so I have to ask. If there were an advantage to using me as an agent to market your home, and it got you a higher sales price, would you consider it? *(Let them think on that for a minute. Don't talk in the silence.)*

Agent: I know you chose to sell your home on your own for a reason, and I respect that. It also sounds like you've got a lot going on and a lot you're trying to accomplish, and I think I can help.

Agent: How about we get together for 20 minutes or so? We can discuss your goals and whether or not I could help you achieve them. I have some time on {day of the week} or {different day}, which would be better for you?

(Set a day and time that works for both of you.)

Agent: I look forward to meeting with you on {day and time}. Thanks again, and have a great day!

FSBO SCRIPTS

David Hill's 'We're Trying to Save Some Money' FSBO Script

Agent: Hello, this is Kevin calling from eXp Realty. I noticed you have a house for sale in my coverage area. Is it still available?

Wait for a response.

Agent: Great, are you cooperating with real estate agents?

Most homeowners will have a negative response to this question.

Agent: OK, I know the area well and wonder how much you're asking for the house.

Wait for their answer.

Agent: Great! If I had a buyer who would be a fit, would that be helpful for you?

Wait for a positive response.

Agent: Great. I'd like to schedule a time to come by and look at the house to see if it would work for any of our clients. I'd also like to share what we do to help for-sale-by-owners like yourself. Do you have time this afternoon, or would tomorrow work better?

Homeowner: *Negative pushback. Ex: You know, I don't want to work with an agent. If you have someone serious, you can send them by, but I'm not looking to sit down for a sales pitch with an agent.*

Agent: Sure, I can appreciate that. Let me ask you: Why did you decide to sell your house without hiring a professional agent?

Wait for their response.

Agent: Yeah, I can understand that completely. Interestingly, 90% of the for-sale-by-owners I speak with tell me the same thing. But if I could show you how I could net you the same or possibly even more money by using our services, would that be something you'd be open to?

Listen to their response. Don't talk in the silence.

Agent: So, what is the main reason for your sale?

Listen to their response and reply accordingly.

Agent: And, when will you need to be in {new location}?

Listen to their response. That's their timeline.

Agent: Gotcha, so the clock's ticking for you. And if the house doesn't sell in {#} days, what's your plan B?

Listen to their answer. They may not be prepared for their home not to sell.

Agent: Oh, yeah, I'd hate to have that happen to you. If I could sell the house, have you break even, and get it done before you have to move, would that be a win for you?

Wait for their affirmative response.

Agent: OK, perfect. Why don't we meet? I'd love to see if I can do that for you. I'll be 100 percent honest with you. If I can do it, I'll let you know. If I can't, I'll tell you that as well. How does that sound?

Listen for a positive response.

Agent: Awesome, I appreciate that. Does {day and time} or {day and time} work better for you?

Listen for a positive response.

Agent: Perfect! I'll see you then!

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Kyle Handy's 'Reverse Selling' FSBO Script

Agent: Hi, this is Kevin. I'm a Realtor here in Bensonhurst. How are you?

Wait for a response.

Agent: I saw that your house just went up for sale. I know you're selling it on your own, but I wanted to see if you'd be open to working with a buyer's agent if they can bring you a fully qualified buyer.

Wait for a response.

Agent: OK, great! Have you already moved, or are you still living in the home?

Wait for a response.

Agent: OK, got it. So, where are you off to when the home sells?

Wait for a response.

Agent: How cool! And with the current market, you'll probably have no issues selling on your own. But if you're unable to sell for some reason, you'll probably not be looking at other options for at least a few weeks. Is that right?

Listen to their response. They may need a backup plan to move forward. Respond accordingly.

Agent: Well, I'd like to stop by one day this week to take a quick look—either before or after I head to work. What usually works better for you—mornings or evenings?

Wait for a response.

Agent: OK, I'll tentatively put you on my calendar for {day and time}. If I need to change that, I'll give you a call. Fair enough?

Wait for them to respond affirmatively.

Agent: Perfect! I'll send you a quick email with my resume and contact information. What's a good email address for you?

Be ready to write down their contact information.

Agent: Got it! I'll send that email and plan to see the home quickly {day and time}. Thanks so much!

FSBO SCRIPTS

Mike Ferry's 'Describe Your Perfect Agent' FSBO Script

Agent: Hi, I'm looking for the owner of {address}. Am I speaking to them?

Wait for a response.

Agent: My name is Kevin with eXp Realty. Do you have just a second to answer a couple of questions about the sale of your home?

Wait for an affirmative response.

Agent: First, I'm curious: if you sold this home, where would you go next?

Wait for the homeowner to respond to each question before asking the next one.

Agent: That's exciting! How soon do you have to be there?

Wait for a response.

Agent: Fantastic! How would you rate your motivation to move on a scale of 1 to 10?

Wait for a response.

Agent: Good for you! What methods are you currently using to market your home?

Wait for a response.

Agent: That's great! How did you determine your sales price?

Wait for a response.

Agent: Fantastic! Are you prepared to adjust your price downward when working with a buyer?

Wait for a response.

Agent: Why did you decide to sell it yourself rather than list with a real estate agent?

Wait for a response.

Agent: Makes perfect sense. If you were to list with an agent, who would you list with?

Wait for a response.

Agent: Fantastic! How did you pick that agent?

Wait for a response.

Agent: Good for you! If you were to list with an agent, what would you expect the agent to do to get your home sold?

Wait for a response.

Agent: How long will you take to consider interviewing the right agent for selling your home?

Wait for a response.

Agent: Excellent! What must happen before you consider hiring a powerful agent like myself for the job?

Wait for a response.

Agent: Tell you what: How about we schedule a date for me to chat with you about your home after {future date}? If you sell it before then, great! If not, let's talk about what I can do for you. How does that sound?

Wait for a response.

FSBO SCRIPTS

Breakthrough Broker's Transparent FSBO Script

Agent: Hello {seller's name}. My name is Kevin, I'm a local Realtor, and I absolutely love selling homes. I am calling to introduce myself and, in full transparency, say that I want to sell your home. Obviously, if you can sell it yourself, it would be great—you would save money on commissions and possibly bring home more of your equity.

Agent: But if you run into any obstacles, questions, or problems dealing with a buyer who may have a lot of experience in real estate, you may want the expert advice of a Realtor. And I would love to be that person. Here is my information.

Give the home seller your contact information.

Agent: Is now a bad time to ask you a few questions about your home?

Wait for their response.

Agent: Have you made any awesome upgrades throughout the years?

Listen to their response.

Agent: What do you love most about living in the home?

Listen to their response.

Agent: What is the best thing you can say about the neighborhood?

Get your homeowner talking about the home to build rapport and establish trust.

Agent: Do you mind if I keep in touch with you? I have learned many lessons over the years in selling homes. If you want, I can send you emails over the next few weeks to share some of them. I think some could help you. No catch, just some good strategies.

Send a copy of FSBO Guide.

Agent: If you need anything or have any questions, you can always reach out to me.

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Agent Mastermind's 'I've Got a Buyer' FSBO Script

Agent: Hello, may I please speak to the owner of the home for sale at {address}?

Agent: This is Kevin with Exp Realty. I understand you're selling your home on your own, and I'm not trying to interfere with that. I was just wondering, are you cooperating with buyer's agents?

Agent: Let me clarify that. When I say "cooperating," I mean that if I am working with a buyer who makes an offer, are you willing to pay the buyer's agent commission?

Listen for them to make an affirmative response.

Agent: OK, that sounds great! Can you tell me a little bit about your home?

Agent: That sounds really nice.

Agent: I've got a couple of buyers right now that I think would be interested. Is there a time I could come by and take a look at the property before bringing my clients through?