

FFR *Coaching*

REAL ESTATE COACH

For Sale By Owner
FSBO SCRIPT

Learn more now

James Michener of Financially Free Realtor



@Financially Free Realtor



Script Overview

IMPORTANT LINES TO USE WHEN CONTACTING FSBO

1. How did the week go for you with the activity on the house?
2. Did you have any contracts/offers?
3. How many showings did you have?
4. What was the feedback that you got?
5. Oh, wow! I'm looking at our hotsheet right now, and there are X properties that went under contract [over the weekend or from Monday to now].
6. It shows that if you're listed with a real estate agent, your likelihood of selling your property goes up exponentially.
7. Where are you moving to?
8. Why are you moving there?
9. Did you decide to go FSBO because you had a bad experience with a real estate agent in the past, or is it just the commission at this point?
10. I'm sure you've looked up the best way to sell your house FSBO. Have you ever come across stats on that?
11. On average, real estate agents are able to get 8-13% more than FSBO are able to on their own, and do you mind me telling you what that is?
12. Have you considered just renting this property? Or do you need to sell this property in order to sell the next property?
13. What's the timeframe in which you're hoping to sell this property?
14. What's the net amount that you're hoping to get?
15. What are you looking for in a real estate agent?
16. If we're working together, what would be your expectations from a marketing standpoint? From a communication standpoint?

INTRODUCTION

AGENT: Hey, _____! It's James Michener with Realty One. How are you today?

FSBO: I'm doing okay.

Use the FIRST NAME of the FSBO, that way, it does not come off like a sales call and is a little bit more open.

AGENT: I was calling real quick about the property that you have for sale at *property address*. Is it still available?

FSBO: Yeah, we still have that for sale.

AGENT: What kind of action have you taken on that, if you don't mind me asking?

FSBO: Well, you know, we got it up a couple weeks ago, and I had a few calls in the first couple days—mostly realtors calling me, though. But I haven't had any this week.

AGENT: Yeah. Okay, before I called you, I was looking at the photos. That's a beautiful house that you have. I'm surprised you haven't sold. I was looking at our hotsheet, where it says pending and properties have already gone under contract. We've actually got 65 under contract in the last 33 days over the weekend. So, I'm surprised yours hasn't sold. Do you mind me asking why your property hasn't been sold?

FSBO: Well, honestly, the market has changed. I guess. We're getting some action, but it's a little slow right now.

AGENT: Yeah, probably not the action you want, right? And I completely understand that—it's changed for us as well. Thankfully, we're working with pre-qualified buyers that want to move into your area, and we're getting all these properties on all the websites that they're looking at. Real quick, *first name*, where are you moving to?

FSBO: Well, I'm going to move back to X once it's sold.

AGENT: Oh nice! It's a good time of the year to go down there. What's bringing you to X?

"What's bringing you to X?" You're asking to use it as a way of paying points or creating excitement for them to list with a real estate agent. You're going to get to a point where you're going to get into the close of why you can get them there sooner and make them money.

FSBO: (Gives reason)

AGENT: Okay. What's making you want to sell this house instead of keeping it as a rental?

FSBO: Honestly, I need the money from this one.

AGENT: I get that. Completely understood, and again, it's a beautiful home. So, the action you had in the last couple of days, you said, it was mainly real estate agents. The buyers you have talked to, have you actually shown the house, and what's their feedback?

FSBO: No, we haven't had a showing.

AGENT: You should at least do it for 1–5, especially in this market and the area that you're in. Where are you marketing the property?

FSBO: Wife got it up on Zillow.

AGENT: So, you're moving down to X, haven't had any showings... What kind of timeframe are you looking at when hiring a real estate agent?

FSBO: Well, we haven't thought about hiring anybody. My brother, though, does real estate, so I was thinking about calling him. But you know, we'll probably just continue trying it on our own here.

[convo about not wanting to list with a relative/family member]

AGENT: I know you wanted to do FSBO for a while. I listed and sold 57 FSBOs last year, and the number one question I always ask them is, "There's always a number you want to net at the end of the sale. If I can get you the number you want to net after closing costs and commissions, would you consider talking to us and see what we can do to help you?"

FSBO: Maybe. I might be open to that.

AGENT: Before you went FSBO, I'm sure you looked up how to do FSBO and the difference between using a real estate agent and going FSBO. Is that correct?

FSBO: Yes.

AGENT: Did you see the one stat that always stands out? Real estate agents can get you 8–13% more than the national FSBO.

FSBO: I did not see that stat.

AGENT: Yeah, a lot of people don't realize that, so they think that they're losing a percentage of their commission. But what you're really doing is making 2-5% MORE than you would if you just hired a real estate agent.

[EXPLANATION]

AGENT: What is that number you're looking at to net?

FSBO: \$800,000 in hand

AGENT: Okay, and you're listed at 950 right now.

[COMPUTATION]

Building rapport and letting them know that I've been in this situation. I've helped other people, and Zillow is not going to be as accurate as a real estate agent is.

AGENT: If we were to list at 950, after commissions, closing costs, and paying off your mortgage, you'd be at 510,000. Will it work for you, do you think?

FSBO: How much of that is your commission?

AGENT: Great question; I don't want you to focus on the commission [explanation]. So, the commission would be 6% and 1% for closing. However, you're going to get a discount with the senior discount. So, does 510k seem like something that would work for you?

FSBO: Well, we're hoping to get more.

AGENT: Yeah, I try to be as realistic as possible. Yeah, let's run some coms, and I'm actually going to be in your area tomorrow at 2... I have another appointment with another client, so I would probably be at your house at 3:30. Would that be something that would work for you?

FSBO: Well, let me look at my calendar over here. You're saying you wanna come over to my house tomorrow at 3:30?

AGENT: Yeah, I just want to take a look and see what we can do for marketing purposes. I know you're not ready to list right now, but that way, you have the information so that when you're ready, you have it all there for you. I'm willing to do that for you, free of charge.

FSBO: Yeah, I'll be home by 3:30. I work from home.

AGENT: I'm assuming your wife would be there, along with all the decision-makers.

FSBO: I don't know.

AGENT: Do you know what time she will be home?

FSBO: Around 4:15.

Ask if all the decision-makers will be there; that way, if they end up wanting to list with you, they can do so right then and there. You're not coming back for a follow-up appointment.

AGENT: Okay, would 4:30 be fine?

FSBO: Yeah, that would be fine.

AGENT: Perfect. Thank you. I'll send you an email with video testimonials of past clients and my marketing plan. If anything changes and you can't make it to the appointment, just shoot me a text message or give me a call. I'm excited for you to go down to X.

MORE AGGRESSIVE CALL WITH FSBO

- ✓ When there's a job, there's a time frame—that way you can hit that because the FSBO is gonna take 20–40% longer to sell than it would with a real estate agent.

OVERPRICED

- ✓ You don't have to say which brokerage you're with.
- ✓ When you're doing a FSBO call and the seller is firm about overpricing their property, know when to let go, but go on with the script.