1. Hi, I’m calling about your house for sale by owner. Are you the owner? (Yes.) Great!

2. This is __________ with ______________. The reason I’m calling is because...I work with a lot of buyers and sellers in your area…and wanted to find out …what I can do to help you? ( ) Great!

3. By the way, again my name is ________...what is your name? ( ) Hi, ______________.

4. So ________, how much time will you take...before you might...decide to hire a strong agent...to...get your property sold...for you? ( ) Excellent!

5. When you...sell this house...where are you going next? ( ) That’s exciting!

6. How soon do you need/want to be there? ( ) Great!

7. Why did you...decide to make the move...? ( ) Terrific!/Ouch!

8. How would you rate your motivation to...sell your house at this time...low, medium, or high? ( ) Good for you!

9. How are you marketing it? ( ) That’s great!

10. How did determine the price you’re asking? ( ) Fantastic!

11. Do you have any flexibility on your price...or are you firm? ( ) Terrific!

12. Why did you decide to market the house yourself…rather than...hire a professional agent? ( ) That makes sense!

13. If you were to...hire an agent...what would you expect from them? ( ) Excellent!

14. Have you heard about the strategies I use to sell homes? ( ) Really!

15. __________, if I could help you...get your property sold...and _____________ [motivation] ...and still net you the money you need in your pocket...would you...consider interviewing me now? ( ) Perfect!

16. When would be the best time for us to...get together....would tomorrow at 4:15 work...or would _________ at 2:15 be better? ( ) Excellent!
YesMaster Tip: The key is to not be adversarial or stumped by a FSBO’s responses. Treat them as totally normal responses and do not be phased by anything they say. Remember, they have worked on their scripts too, and their script is typically designed to deflect any conversation about listing the property or setting a listing appointment. Simply repeat and affirm the FSBO’s answers and then move on to the next question.

“Bring me a buyer.” or “I’m willing to pay an agent who has a buyer...but not going to list.”

Excellent! So you are willing to cooperate with an agent that has a buyer. Great!

“We’re selling it ourselves”

So...right now you’re just doing it yourselves. Excellent!

“We’re not going to list.”

So right now you’re not really planning to...hire an agent. Got it!

Do you have a buyer?

That’s a great question. We do have a number of buyers....however I’m not calling today because of a specific buyer for your property. What I do is find buyers for people... like yourself...who you want to... sell their home. So you are willing to...cooperate with an agent...that has a buyer, correct? (Yes.) Fantastic.

[AND THEN...Go back to the next question on the FSBO Script.]