

HOO★QUEST

FSBO Scripts

FSBO Script 1

From Kevin Ward @ [YesMasters](#)

- Great! Well, this is [YOUR NAME] with [BROKERAGE]. The reason I am 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. By the way, again, my name is [YOUR NAME]. What is your name?
- Hi [NAME]! So [NAME], how much time will you take before you might decide to hire a strong agent to get your property sold for you?
- Excellent. So when you sell this house, where are you going next?
- That's exciting. How soon do you want to be there?
- Great. So why did you decide to make the move?
- How would you rate your motivation to sell your house at this time: low, medium, or high?
- Good for you. Now how are you marketing it?
- That's great. How did you determine the price you're asking?
- Fantastic. Do you have any flexibility on your price or are you firm?
- Terrific. So, why did you decide to market the house yourself rather than hire a professional agent?
- That makes sense. So if you were to hire an agent, what would you expect from them?
- Excellent. Now, have you heard about the strategies I use to sell homes?
- Really. [NAME], if I could help you get your property sold, and [ADDRESS OTHER SELLER CONCERNS], and still net you the money you need in your pocket, would you consider interviewing me now?
- Perfect. When would the best time for us to together? Would [DAY] at [TIME] be good or would [DAY] at [TIME] be better?
- Excellent!



FSBO Script 2

From Tom Ferry @ [Tom Ferry Coaching](#)

Hi, I'm looking for the owner of the home for sale. This is (name) with (company). As an area specialist, my goal is to know about all the homes for sale in the market place for the buyers I'm working with. Do you mind if I ask you a few questions about your property? Excellent!

- I know the ad in the paper said it had (#) bedrooms and (#) baths
 - Are the rooms a good size?
 - How is the kitchen?
 - Have the bathrooms been remodeled?
 - Would you tell me about the yard?
 - Tell me about your neighborhood: do you feel it's nice for raising a family?
 - Is there anything else that is important to know?
- Sounds like you have a great home, why are you selling? (Great)
- Where are you moving? (Terrific)
- How did you decide on that area? (Fantastic)
- Who did you want to sell your home to: a friend, neighbor or a relative? (Great)
- How much is the new house you are buying? (Good for you)
- So, do you have to sell this home first to close on the new one? (Great)
- What is your time frame? Okay ...
- How did you determine your sales price? Got it.
- You know, with as many homes as are on the market right now, what are you doing differently to market yours? What else?
- If there was an advantage to ... use me ... to market your home would you consider it?
- Normally at this point ... I would say ... let's get together for 20 minutes or so ... so we can discuss how we can help you achieve your goal ... I have some time (___) or would (___) be better for you?
- I'd like to have some information delivered before we meet ... where should I send it, to your home or office?
- I look forward to meeting with you on (___), thanks again and have a great day!



Expired Script 3

From Borino @ FSBORino.com

Hey, is this [NAME]?

- Hi, [NAME], this is [YOUR NAME] with [YOUR BROKERAGE]. Now don't worry, I'm not another agent trying convince you to list your house with me so you can breathe and smile, alright? Now [NAME], is the house still for sale or have you sold?
- Gotchya. Okay, and you're still asking [PRICE] for it?
- Oh, okay. And I see here's its a [BED/BATH], is that correct?
- That is correct, gotchya. Now, [NAME], question: if an agent could bring you a qualified buyer would you cooperate with agents? Would you pay a small commission?
- Sure. So [NAME], if I have a buyer or somebody remotely interested, should I just sell them your way? Is it okay if you deal with them directly?
- Okay, that sounds good. Let's do this, [NAME]. Obviously, I need to see the property first before I can tell my potential buyers about it. Will you be there [DAY] at [TIME]? I need about a five or ten-minute tour.
- Awesome. So I'll swing by about [TIME] on [DAY]. Looking forward to meeting you in person.