

FSBO Scripts

Hello, is this _____? My name is _____ and I work with a real estate group here in Cary/Raleigh. I wanted to give you a quick call about your property that you have up as a For Sale By Owner, is it still available or have you sold it? Ok Great!

Well the reason for my call is that I work with buyers in your area and I have made a commitment to finding them the right home and knowing ALL available homes on the market in our local area.

If you don't mind me asking, when you do sell the home are you planning on staying local or moving out of the area?

In terms of timeframe, how soon do you need to make that a reality?

Also, just curious, why did you decide to sell the home yourself instead of using an agent?
(IF there is an objection - refer to objection handling page)

How long do you plan on trying yourself before you will consider interviewing the right agent for the job of getting it sold?

What are your plans if it doesn't sell?

If we could show you that teaming up with our company will actually get you more money and more qualified traffic to your property....thus getting your property sold AND without all of the headaches from doing it on your own.....would that be something you would be interested in learning about?

YES - Great! We look forward to showing you how our program works and how we are different. Are evenings or afternoons better for us to pop by?

NO - well I can understand there could be some hesitation there. Let me ask you,

- where are you trying to move to? Do you have a timeline of when you need to get there?
- How long have you been trying to sell it on your own? What have been some of the challenges?
- How long do you think you will continue to sell on your own?

At that time that you are ready to find the RIGHT agent to sell your home, would you consider meeting with me then? Perfect. I will add a follow-up to my calendar so that I can check in on you!

FSBO OBJECTIONS:

I don't want to pay a big commission if I can do it myself!

"If it turned out that you could actually put more money into your pocket by listing with an agent than you could by selling yourself.....is that something you would consider?"

I agree that eventually you can probably find A buyer for your home. What we do is find multiple buyers at the same time to create an "auction-like" atmosphere for the house.....and do you know what that means?? Exactly....More money OR higher sales price."

OR

"I can completely understand where you're coming from _____. Did you know that 95% of all homes sold in NC are with the assistance of a buyer's agent? The reason I say this is that you could potentially be missing out on thousands of buyer's that are in the market to buy in your neighborhood but are simply unaware of your property because it hasn't been aggressively marketed."

"Our firm specializes in working with For Sale By Owner's just like yourself, assisting them in aggressively marketing your home to get it sold in record time at top dollar. In fact we even have a program where you can continue to market your property on your own and you don't owe us a commission if you find your own buyer. Again, wouldn't it be worth the 15 minute meeting to see HOW we can help you too? Are afternoons or evenings typically better for us to pop by?"

I don't see any real value in a Realtor:

"I can appreciate your opinion and agree that not all Realtors are the same.. There are over 8,000 agents in the Triangle yet probably only a handful have even reached out to you. Let me tell you how our team is different. First of all volume, we sold approximately 200 homes in 2017 alone. We have a tremendous database of clients. Secondly, we spend \$20,000 a month in marketing alone to make sure we give your home maximum exposure. An additional reason is that we can help you negotiate the very best price while assisting you manage the whole sales process - which can be challenging. We have a team of trusted vendors to help with anything from repairs to staging.

Again, wouldn't it be worth a 15 minute meeting to see HOW we can help you too? Are afternoons or evenings typically better for us to pop by?"

We will hire an Agent if it doesn't sell in X months:

"Are you really prepared to endure the opportunity cost of NOT selling your home in the X days? The reality is we DO NOT KNOW what the market will be like in 6 months but we know exactly the highest price we could sell your home for today. Doesn't it make sense to consider taking advantage of the market today and not risking a shift that moves against you?"

Let's simply have our Listing agent come out and learn more about your property and also explain in further detail all it is that we're going to be doing to get you and your family the most money to move on. Does that make sense? There is absolutely no obligation but you may find we can help you! Does that make sense? What times are best for you?"

Additional Tips: Reasons to use a Realtor instead of FSBO:

- Marketing of Home -
 - Traditional modes - full MLS, all internet (Zillow/Trulia, Realtor, Craigslist, FB, Instagram). Caul Group has a significant Marketing Budget.
 - Informing massive client database - Just listed
 - Provides access to home with Showing Time w/o owner needing to be home
- Condition of home -
 - Can assist with staging pre-list
 - Can assist with repairs AND NEGOTIATE repair requests
- Other hurdles -
 - Title issues
 - Encroachments
 - Appraisal Issues
 - Assisting with buyer mortgage hurdles
 - Major repairs
- Pricing
 - Providing a real market analysis so that the real market value is understood