



## *Bold Power Coaching FSBO Script*

### ***Presentation Script- Four Types of Buyers***

Mr. and Mrs. Seller, there are four types of buyers in today's market.

The first kind is in a hurry, and they're serious. I mean, they're transferring, and they need to find a place in about three or four days. They are with a Realtor, because they want to see as many homes as they possibly can, in the shortest period of time. And, of course, the other type, I mean, they're in a hurry as well. And they are serious. Maybe they just sold their home, and they have three or four days to actually find a home..... Or, they'll lose the contract they currently have on their present home.

Now the second type, well they're really not so much in a hurry. Yet, they are serious. They want somebody to hold their hand. They may be a first time buyer proceeding cautiously, and are frightened with all the whole process. They're working with a Realtor, so they have someone to hold their hand, explain the process, and take them through every step of the way. Or, it could be someone looking for that exact, specific home. Well, they want to be with a Realtor, so they can look at many, many homes.

And, of course, the third kind, well, we kind of call them the sharks, the investors. They're the ones that want to buy homes for ten cents on the dollar. And they want you to lose, so they can win. I mean, they don't work with Realtors that often, because they want to take advantage of the homeowner. You may have even had some of them call you, to see if you would... adjust your price down....for them and how quickly you have to sell. Now, have you had anyone call and ask you if you would take less for your home? You know, they may have been an investor, hoping to... take your price down.

Now, the fourth kind, well, they love to look at homes. We actually call them "Looky Lous." They don't intend to buy a home, and maybe they can't even afford one, or qualify for one. And yet, they love to come to open houses, and for sale by owners to get decorating ideas. Have you had any one like that look at your home?

*“Your business grows to the extent you do!”*