

Your BOLD FSBO Scripts

Scripts



Script 1

Hello, *(mirror and match their tonality)*

Thank you for taking my call. I'm _____ with Keller Williams Realty, and I was curious ...

1. When your house sells, where are you moving to?

(If they ask why you are asking, you say)

Frankly ... The reason I am calling is every day I proactively ... look for buyers ... for my sellers. Isn't that what you would want an agent to do for you? I mean, if you hired an agent, right?

(Whatever they say)

Most agents do the 3 Ps of real estate. They Place a sign in the yard, Put it in Multiple Listing Service, and Pray someone else sells it. I, on the other hand, do the 4th P, which is I proactively prospect to find buyers for my sellers.

So when your house sells, where are you moving to?

(If they tell you where they are moving to)

That's exciting!

2. How soon do you need to be there?

Good for you.

3. Now that you've decided to ... sell your house ... how would you rate your motivation? On a scale from 1–10, with 10 being high?

Excellent!

4. Just out of curiosity, how did you determine the price for your house?

Good for you.



Script 2

Hello and thank you for taking my call. This is _____ with Keller Williams Realty, and I work with many buyers in the area and I was wondering: How can I help you? Just out of curiosity, where are you moving to? The reason I ask is I have listings in the area, and I was hoping you might be a buyer for one of my listings. You see, I call daily to find buyers for my sellers.

By the way, when do you have to be there? How long will you try to sell your house yourself before you would consider listing with an agent? Great. That's exactly why I should come by your house. At a weak moment, you might end up with a weak agent, and I want you to meet an agent who many FSBOs have decided to list with because I help them get what they want. When could I stop by and see you for about fifteen minutes? I can look at your house and tell potential buyers about it. Would today at 3:00 be okay, or would 5:00 be better?



Script 3

Hello and thank you for taking my call. This is _____ with Keller Williams Realty, and I am calling so I know about all the houses on the market, not just the ones in Multiple Listing Service.

- May I ask where you are moving to?
- How soon do you need to be there?
- What price are you asking for your property?
- How did you choose the price?
- How long have you been trying to sell your house by yourself?
- Are you willing to drop your price when working with a buyer?
- What type of marketing are you using to sell your house?
- Are you aware of all the marketing techniques I use to get your house sold?
- Great. I could come by and show you at 5:00, or would 4:00 be better? That way I can share with you ideas that may help sell your house.

Bonus Phrases:

- Luckily I called you today, so I could share with you how I get houses sold. When I come by, I could show you my marketing techniques and see if they work for you.
- Undoubtedly you are sensing that a top agent, like myself, may be just what you need to sell your house in today's market, aren't you?
- Let me ask you: Why would a buyer buy directly from you when an agent doesn't cost them any money, unless it was to get a great deal?
- If I could show you a way that you could net more money by doing business with me, would you do so?

FSBO Scripts for Buyers Agents

Script 1

Scripts



May I speak with *Mr. and/or Mrs. Seller* please?

Hi, *Mr. Seller*, thank you for taking my call. This is _____ with Keller Williams Realty, I'm sure that several agents are calling trying to list your house—I'm not calling for that purpose. You see, I'm a Buyer Specialist, meaning all I do is work with buyers. In fact, 100 percent of my time is spent helping buyers find the right home. So, let me ask, where do you plan on moving?

Fantastic. Well, I like to keep my finger on the pulse of the market by knowing the inventory in the area I specialize in. I'd like to simply schedule an appointment to preview your house, so that I can compare your house's features with the prospects I currently have in my pipeline and ideally get your house sold. So, let me ask, when would be a convenient time for me to preview your house? Are weekdays or weekends better?

By the way, if I were to bring you an offer from one of my potential buyers that is acceptable to you, would you accept that offer from my company?

If FSBO has not yet purchased another home

When I stop by on _____, I'd like to bring a list of properties that match the criteria of the home that you are looking for. So, tell me, what part of town are you most interested in? What style of home are you after? How many beds, baths? Etc . . .



Script 3

Thank you for taking my call. This is _____. I'm certain you have had several agents call you to list your house and I'm not calling for that purpose. You see, I'm a Buyer Specialist, meaning all I do is work with buyers. So let me ask, where do you plan on moving?

Great.

By the way, if I were to bring you an offer that was acceptable to you, would you accept that offer through my company?

Fantastic.

Because I like to keep my finger on the pulse of the market, I would like to view your house to see if it matches the needs of any of my clients.

Money script to be used at the house

How long have you given yourself to sell your house by yourself before you engage the services of a real estate broker?

If they say they would think about listing their house, yet they have two more weeks of ads in the newspaper

Great.

What if I could get the listing agent in our office to buy you out of the marketing you are doing? In essence, they would pay you for the ads in the paper when you close on the house.