

# The Problem Presentation Scripts

## Script 1

Scripts



Mr. and Mrs. FSBO, may I tell you about the four types of buyers?

1. **Serious and in a hurry.** They may be moving to your town and have three days to find a home. Or maybe they just sold theirs and need to get into another or they will lose their contract.
2. **Serious, but not in a hurry.** They can qualify; they may be a first-time home buyer proceeding cautiously, or they may be looking for that special home. Most first-time home buyers who are proceeding cautiously want someone to hold their hand, right?
3. **Investors.** They want to buy everything ten cents on the dollar. I bet some have called you already; did they ask you how much you would come down? I have had to help many FSBOs with that.
4. **Looky Lous.** I really shouldn't call them buyers; they can't qualify. Agents won't put them in their car, so they go out and prey on FSBOs.

When I think about those four types, the first type, serious and in a hurry, do you think they are going to be out with an agent looking at everything they can to find the best transaction they can, or do you think they are going to be in a rental car trying to find FSBOs?

Response: *Agent.*

Secondly, if you are a serious buyer who wants to proceed cautiously and have someone hold your hand, are you going to be out looking on your own, or are you going to be looking with an agent?

Response: *Agent.*

And if you want to buy homes ten cents on the dollar, are you going to call an agent or are you going to call a FSBO?

And if you are a Looky Lou, who cares, right?



## Script 2

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I am here to help you, and I have been able to get FSBOs more money than almost any other agent in [city], and do you know why? Because I have studied, and I know what the market is doing.

There is another reason why you can make more money by doing business with me. Let me ask you, have you ever bought a watch in a jewelry store? Did you expect to pay a fair price? You expected to pay a fair price because a salesperson was involved. Any time a salesperson is involved, you expect to pay a fair price.

Now let's say you bought that watch. It's a good-looking watch. You never put it on. It is in the original packaging. You have the receipt; it is in the jewelry store bag. You put it up for sale at your garage sale. Do you expect to get the same price as the jewelry store?

~~No? Why not? Because there is no salesperson involved! Anytime people buy directly from an owner, they expect to pay less! We just can't change that.~~

Let's say you put that watch in an auction, and I could get a couple of bidders, what do you think would happen? Would the price go up or down?

Up. Right. Do you think it might even go for more than at the jewelry store? It could, couldn't it?

Here's what I do. Most agents do the 3 Ps of real estate. They put a sign in the yard, place it in the MLS, and pray someone else sells it. I do the 4<sup>th</sup> P. It's called being