



FSBO Script w/Objections

- Hello, I'm calling about the home for sale. Is this _____? Hi, this is (AGENT NAME)with (REAL ESTATE COMPANY) and I noticed that you have your home for sale and you're selling it yourself, is that correct?
- I'm calling because I've helped a lot of For Sale By Owners sell their homes, and I decided to give you a call to see how things are going for you?
- When you do sell this home, where will you be moving to?
- In a perfect world, by when do you want to get there?
- I'm curious, is having to pay a commission the main reason why you decided to sell the home yourself instead of using a real estate agent?
- If I show you how I can sell your home and actually net you more money than trying to sell it yourself, even after paying my commission, would it be something you're interested in hearing about? (*If YES . . .*) I have an opening at 4:00 today or would 3:00 tomorrow, which would be better for you? (*If NO continue with the script . . .*)
- I understand, if you believed an agent could do that you would've hired one already, right? But if you could net more money by listing your home for sale with me, rather than try to sell it on your own, you'd probably list your home with me wouldn't you?
- That's exactly why we need to meet. I have an opening at 4:00 today or would 3:00 tomorrow, which would be better for you?
- (*If you can't overcome their objections to meeting in person, ask for their mobile number and email address to follow up weekly and continue with . . .*)
- I tell you what, I'd still like to contact you with any new home sale activity that may impact the appraised value of your home from time to time. Would that be OK?
- In the meantime, if you have any questions or if there is anything that I can help you with, please give me a call at (xxx) xxx-xxxx. I'll be happy to assist you in any way that I can!