

#1 LISTING GRABBER FSBO SCRIPT

Before you make calls....PREPARE YOUR MINDSET. YOU ARE...
Sharp as a Tack, Enthusiastic as Hell..and a Force to be Reckoned with!

Now. Don't Think. Just Dial.

Ring, Ring...

FSBO: Hello?

Oh hey...This is Kevin Yoder with Yoder Real Estate. I noticed you have your home for sale. As you probably know, We work with a LOT of buyers in the area. And I'm calling to get some information about your home.

FSBO: Response #1: We're not working with any real estate agents....

-Laugh...I can Appreciate that. I don't blame you! If I didn't have a license, I'd do the same as you. It makes perfect sense to me. At the same time, let me ask you a really quick question.....

-If I WERE to bring a buyer to you.....when it sells, where are you going next?

-Ah, got it. That's exciting! >>>>Go to All About the Home<<<<<

FSBO: Response #2: Sure...okay...what would you like to know?

>>>**All About the Home...**

Well, I see you posted your home on {Zillow Craigslist, etc.} and there's a few details here. And I'm curious...Is there anything that you can tell me about your home that I CAN'T find here? In other words, what's YOUR favorite thing about your home so that I might be able to share that with a potential buyer?

-Okay, great...that's a great feature!

-What have you changed in the house since you bought it? (Upgrades, etc.)

-What is the age and condition of the major utilities? (Furnace, Roof, AC, etc.)

-Do you know of any maintenance items that are needed...meaning....Is there anything that really should be done to the home but you haven't quite gotten around to it yet or you don't plan on doing?

-Got it – well great! Thank you for sharing!

-So if one of my buyers wanted to purchase your home in the next 20 to 30 days or so, would that present a problem for you?

FSBO: Do you have a buyer?

-I very well might. I would have to see the property first.

-And out of curiosity what's an ideal timeline for you to get to {INSERT LOCATION}

Okay, got it....

So I'm curious...if I were to bring a buyer to you... ...that would purchase your house at **YOUR price** and close around **YOUR schedule**, and this buyer has no home sale contingencies, zero inspection issues, or appraisal issues- in other words- {Mr. / Mrs. Seller}, you are **COMPLETELY** in control of the process and this buyer is the one you've been looking for. But MOST importantly, the check I hand you at the closing table is the same, but very likely...SIGNIFICANTLY more than you're able to get selling it yourself, then would you be open-minded to finding out how I can help you accomplish this by listing with me?

FSBO: Sure, if you can do all of that, then I'd be open to talking with you.

-Excellent, I'm going to be in the area a couple times this week. What works better for you and {spouse/partner}, afternoons or evenings?

-Great, looks like I have DAY at TIME or DAY at TIME? Which works better for you?

-Okay, here's what happens next. I'm going to send you an email with a link to a video that outlines our entire marketing and selling process. Now, there are THOUSANDS of agents in our market...and the way each one goes to market...varies greatly...which means the results can be quite different.

But after you watch this video you will be 100% clear and confident that our marketing and selling system is going to get you the most amount of money, in the shortest amount of time, and with the least amount of hassle. Because this is what we do best! And we're doing it for others right now in **THIS** market...and will do the same thing for you! **THIS** I promise you!

So, no obligations here whatsoever – except for one. Watch the video and you will know why when you do. Do we have a deal? Great, I look forward to seeing you {& partner} on date and time! Bye-bye



EXPIRED SCRIPT OVER THE PHONE

Ring, Ring....

Hi, I'm looking for _____ my name is _____ calling with Yoder Real Estate...

I'm sure you've figured out that your home came up on our computer as an expired listing ... and I was calling to see ...

1. If you're still accepting offers on your home? (Never) Okay, great!
2. I'm just curious. If you sold this home- where would you go next? (LA) That's exciting! What brings you to _____?
3. How soon do you have to be there? (Already) Ouch!
4. What do you think stopped your home from selling?
(The agent) Really!
5. How did you happen to pick the last agent you listed
with? (Referral) Great!
6. What did that agent do ... that you liked best? (Nothing) Ouch!
7. What do you feel they should have done? (Sold my house) Really?
8. What will you expect from the next agent you choose? (Sell my house) Terrific!
9. Have you already chosen an agent to work with? (No) Wonderful!
10. { SELLER NAME } I would like to apply for the job of selling your home ...
Are you familiar with the techniques I use to sell homes? (No?) You're Kidding!
11. What would be the best time to show you? I have Monday at _____ PM or
Tuesday at _____ PM >>>