

## THE KILLER FSBO SCRIPT

Hello? Hi, this is \_\_\_\_\_ **(First Name only)** I'm calling about the home at \_\_\_\_\_ **(address...123 Main)** is this the owner?

Yes? Again, This is \_\_\_\_\_ **(First NAME)** with Yoder Real Estate. I didn't get your first name.....

I am not sure if you can assist me but, real quick, WE wanted to see if you ARE cooperating with Real Estate on the sale of the home, meaning if WE bring you a buyer willing to pay a price acceptable to you then you would pay a full real estate commission? **(Usually Answers: YES, HOW MUCH or DO YOU HAVE A BUYER?)**

### 1. If Yes....

Great, so can you tell me a little more about the home? Specifically, what upgrades and improvements have you made to the home. – **GET THEM TALKING ABOUT THE HOME – IT'S CRITICAL.**

### 2. If No...

OK, just so I am clear - If WE bring you a buyer willing to pay YOUR PRICE you would not compensate us for that? Thank you very much for your time and I wish you the absolute best.

### 3. If "Do You Have A Buyer?....

Mr/Mrs Seller that is what we are trying to determine. We haven't seen your home so WE don't know if it matches our Buyers Criteria. May WE ask you some questions about the home? **GO TO YES RESPONSE QUESTION ABOVE... *Tell Me A Little more about the home...***

Sounds like a great home. Why would you decide to sell it? (Determines MOTIVATION)

Interesting, so IN a perfect world, when would you like the home SOLD?  
(REINFORCES MOTIVE)

What additional methods are you using to market the home?

What made you decide to TACKLE selling the home by yourself versus using a POWERFUL REAL ESTATE PROFESSIONAL?

**ALWAYS “COMMISSION” OR... . “WE’VE DONE IT BEFORE” ....**

Choose the transition statement below that you are comfortable with.....

WOW...that's an interesting take on it.

1.) So just out of curiosity...ARE you more committed to being able to **SAY** you sold the home yourself OR (stress “OR”).....to put the MOST MONEY into your pocket?

GREAT...so you are...LIKE MOST OF OUR CLIENTS....AND...logically....

IF our Team could show you how to sell your home FASTER.... and.... put MORE MONEY into your pocket...it may be worth a 15-20 minute investment on YOUR PART for us to sit down and meet - RIGHT (SHAKE YOUR HEAD YES...**trust me it works**) ?

**Or...second option**

2.) GREAT, SO getting the MOST MONEY is a top priority for you – right? FANTASTIC!!

So if there was FINANCIAL BENEFIT to utilizing our PROVEN, REPEATABLE SYSTEM, it WOULD..NATURALLY be worth a 15 Minute investment on your part to hear about it? Right?

Close Option three....

3.) Great so you are JUST LIKE MOST OF MY CLIENTS...and it only makes sense for us to sit down for 15-20 minutes so we can demonstrate how our system gets our clients...MORE MONEY...in a SHORTER PERIOD OF TIME. Right?

I can meet with you \_\_\_\_\_(**Monday, Tuesday, Wednesday, Thursday**) at (**After 3 PM ideal, but no later than 6:30 PM**) or.....which time works best for you? WE fill up quickly so I'd like to get you penciled in.

The meeting will take no more than 15 minutes. At the end of the 15 minutes you guys will decide whether to continue talking....OR..... if WE decide WE CAN'T help you... We will shake your hand and get out of your hair. Fair Enough?

Either way WE will have enough info on your home to push your home out to the hundreds of Buyers WE already have registered in OUR database. WHICH, unlike many agents, will be able to show you when WE come out and meet with you. Sound Fair?

Mr\Mrs \_\_\_\_\_ WE are going to send a packet of information about our team. It is critical that you review this so that WE can keep OUR promise of only taking 15 minutes of your time. We will also outline all of the items you will need to have handy in the event that we decide to do business together.

Can I get your commitment that you will review this packet?

Great, and will your wife/husband or significant other be joining us? Are there any other decision makers that will need to be present?

**(\*Reschedule apt if ALL decisions makers cannot make scheduled time)**

Lastly, Mr\Mrs Seller, if what WE say makes sense and you feel COMFORTABLE, and CONFIDENT that WE can get you the most for your home, IS there anything that would prevent you from doing business with me on \_\_\_\_\_ at \_\_\_\_\_?

Great, so it will be MY job to demonstrate our PROVEN, REPEATABLE SYSTEM to you!!

Mr or Mrs \_\_\_\_\_ I thank you for your time and WE look forward to helping you put the MOST MONEY into your pocket in the SHORTEST amount of TIME.

