

**How WE Net FSBOs More Money**

Mirror & Match the Tonality

If you don’t… they’ll hang up on you.

Don’t handle objections over the phone. Why?

 Because you could lose the appointment.

 You have so much more power in person.

 The phone takes away a lot of your power – like 50%.

The prospect will believe the truth when you do. You have to believe in yourself and your own value if you expect to get paid. It is critically important that you understand and believe in the value of the services you offer. How you can benefit them… you need to know it and believe in it.

DO NOT USE OBJECTION HANDLERS OVER THE PHONE.

START YOUR LISTING PRESENTATION VERBATUM WHEN YOU GET TO THE FSBO APPOINTMENT.

IF THEY ASK YOU WHAT YOU ARE GOING TO DO?

USE THE LISTING PLAN OF ACTION.

THEN ONLY USE 1/3 OF THE IDEAS.

Three things required to be a powerful agent:

1. Listen
2. Think
3. Use Common Sense

**FACT: According to NAR, FSBOs sell for 16% less than the homes that are listed and sold by agents. Why?**



**1. Exposure.**

The law of supply and demand tells us that the more demand that we can create for any product we are trying to sell, that more demand = more money. 98% of ALL the homes sold in this area, are sold by agents. That means that For Sale By Owners are getting 2% of the sales.

 100% exposure = top market price

 2% exposure =?

The average FSBO sells for 16% less than the homes listed and sold by agents. That means that you can pay me a 6% commission and still end up with 10% more in your pocket.

 CLOSE

Have you ever been to an auction and you see this beautiful piece of artwork, and the minimum bid for the piece you want is $1,000 – and you’re the only person there that wants it? How much will you get it for $1,000. So, NAME… what happens if there are 4 or 5 people that want the same piece, then what happens to the price. See NAME, an auction is the perfect example of more demand = more money. I promise you that 100% of the buyers that are buying in your area, in your price range will know your home is for sale.

 CLOSE

You are doing a great job with your marketing…... and so with all that work you are doing, now you have to sit around waiting for your phone to ring. And so, when you hire me today, I actually spend 3 hours per day looking for buyers for properties I’m marketing…. M-f 3 hours per day from my database. There’s a buyer for your home out there, and I’m going to find them for you.

CLOSE

There are 7,000 agents in our marketplace and each one of them works with a number of buyers. And do you know that these agents don’t know that your home is for sale….? I can tell them the specifics and take care of that for you… I can educate those agents and their buyers right away… Let’s go to work.

 CLOSE

So, you are selling it on your own to save the commission, right? And they know that. So, you are going to have to lower your price when working with a buyer because they know you are saving the commission… so doesn’t that defeat your purpose?

**2. All of the services of a licensed professional agent are FREE to buyers. And that’s the reason 98% of sales happen through Realtors.**

Go through what agents do… buyers coming into town… and ALL the services are free to them.

So, what kind of a discount would buyers expect in order to pass up ALL those FREE services?

 Say you wanted to buy a watch – you could go buy it at a jewelry store, or you could go to a garage sale. If you paid $2,000 for a watch at the jewelry store it’s in the box, you have the tag attached to it, and then you decide you’re going to sell it in the garage sale… how much do you think you could sell it in the garage sale. If you were buying a watch and the watch retails for $2,000 and the price is the same at the jewelry store and the garage sale… where would you buy it? Jewelry store, right? And how much of a discount would you need to get in order to pass up ALL of the services of the jewelry store (warranty, packaging, receipt, service, cleaning) … in order to go buy it at the Garage Sale? That’s the same way buyers think about homes.

**3. There are Four Types of Buyers**

1. *Serious, in a hurry buyer*. Could be somebody that just sold their property and needs one to move into. Because they are in a hurry, do you think they’ll work with a Realtor, or do you think they’ll get a paper and drive around looking. Let me be the agent who brings all these buyers to you….
2. *Serious, but not in a hurry*. This is like the typical first-time home buyer – nervous, cautious, want to be sure they won’t make any mistakes… want someone to guide them through. So, when you think about that, do you think they would work with a licensed professional agent, or will they shop FSBO?
3. *Investors*. The number one advice on those late-night infomercials they gave to Investors is to go after FSBOs. Looking for discounts on price… so they are bargain hunters. They are looking for a great deal… they EXPECT their money to work for them. Now NAME, that is not the type of buyer you want to sell your home to, right?
4. *Window shopper*. The trouble with these people is they can’t afford to buy, and they’re not qualified to buy. And as you know, NAME, we don’t get paid for showing homes, we only make money when we sell homes. They want to look at FSBOs, they don’t want to work with Realtors, can I tell you why? You get excited when they call and want to see your home, you don’t ask them a lot of qualifying questions… that’s why “lookers” look at FSBOs because they can look around without someone asking them a lot of questions about their qualifying, time frames, etc. So, NAME, in our MLS system today, there are more than 5,000 homes for sale… and in the same market area, we have about \_\_\_\_\_\_\_ FSBOs. So, think about it, that’s only \_\_\_\_%. So, in addition to the FREE services that Realtors provide, they also have access to \_\_\_\_% of the homes. So, if you are a serious buyer, aren’t you going to work with a Realtor to have FREE help, and more to see.

**4. FACT: According to NAR, of all the buyers that are out there looking for properties without an agent, only 4% are ready, willing and able to buy.**

So, 96% aren’t buying anything! 70% have frozen equity, which means the money they are going to use to buy their next home, is tied-up in something they have to sell first. 11% can’t afford to buy the home they’re calling on. Qualified for $200,000 – calling on $300,000! 15% prefer to rent! They actually rent, but are out their tire kicking properties for sale – does that make sense? So, we qualify the buyer before we show them property, so we only work with ready, willing and able buyers…. so those are the only buyers I’m going to show your home to. CLOSE

**5. Negotiating skills.**

* Highest price, best terms, paperwork/forms.
* Negotiate inspections/inspection clauses and repairs. Make sure buyer qualified and not contingent on another home.
* Working with appraisers.
* Take away your legal liability. So, NAME, when you hire me now to sell your home I’m going to take away your personal legal liability and I’m guessing this is one of your largest assets, correct? Are you interested in having a strong agent protecting that asset? I’m that agent.

**6. First Class Home in a Second-Class Manner**

Honestly, you have a beautiful home… a first-class home… why would you want to sell it in a second-class manor? Let’s get this done right. Let me start working for you right now. Hmmm – this doesn’t look like a discounted property – so what is it that would make you sell it in a discounted manner?

**Most agents will not bring a buyer to an unsecured seller.**