



Mirror & Match; Repeat What They Say & NEVER Argue or Create Doubt with Owners; Massive Approval of Their Plans and Abilities, Close – It's All About [How Much Money We May Net Them](#)

FSBO SCRIPT

Hi, I'm calling about the property for sale, is this the owner? <<yes>> Great! My name is _____ (first name only), Real Estate Business Owner here in South Florida... I track **ALL** the For Sale By Owner properties in the area... and I'm curious about your price & plans...

1. If you sold this PROPERTY ... where would you go next? <<Michigan>> That's exciting!
 - What's taking you there? <<grandkids>> Do you already have a home in that area?
<<yes>> Beautiful!
2. Sounds like you're excited to go... How soon do you want to be there? <<no rush>> Fantastic!
3. How would you rate your motivation to move ... on a scale of 1 to 10? <<8, I guess>> That's exciting!
4. I noticed your ad/sign.... What other methods are you using for marketing your property?
<<Sign and online ads>> That's great! You sound like you know what you're doing!
 - Oh, I'm sorry, I missed your first name, I'm _____ (name) & you are...?
5. So, NAME, how did you determine your sales price? <<Zillow>> Fantastic!
6. And are you prepared in this market to negotiate when working with a buyer? <<Within reason>> Of course... you want top dollar in today's market, right? <<of course>>
7. So, NAME... tell me...what caused you to sell yourself ... rather than hire a professional agent? <<Save the commission>> I understand, who wouldn't want to keep that money in their pocket, right? <<right>> I like the way you think... sounds like it's really important to you to NET the MOST MONEY POSSIBLE from the sale of your property – is that right?
<<yes>>

8. Then, if you were ever to list your property ... which agent would you choose? <<None in mind>> Fantastic!

9. **How did you happen to pick that agent? <<Google>> Got it!**

10. And, NAME, If you were to list ... what would you expect the agent to do ... to get your property sold? <<Bring Buyers and earn their commission>> Absolutely! You would want them to... REPEAT

→ 11. **So, _____ (name) how much time will you take – on your own -before you will consider interviewing a successful agent like me, to sell your property? <<a few months I think>> Excellent!**

12. Are you familiar with the techniques used to successfully sell properties above list? <<no>>

13. What would be the best time to show you ... _____ or _____? <<date/time>>
Fantastic! I'm excited to see your property at _____ and at the same time show you how I can potentially get more money for you to take to (MOTIVATION) or (get you out of a negative cash flow situation and get that money working for you again).

ALTERNATE OBJECTION CLOSE: If I could show you, how you could potentially net 16% more by working with me than you can on your own, you would at least want to know how, wouldn't you?