



**FOR SALE BY OWNER (FSBO) BIGGEST OBJECTIONS**

*Speak slowly, calmly, give them massive approval of their efforts, never argue.*

*It’s always about netting them more money, NOT who can sell the property.*

*Anyone can sell a property if the buyer shows up!*

**“Bring Me a Buyer – I’ll Pay You 3%”**

Thank you for that offer… that’s a very fair proposal and I will definitely keep it in mind.

**OR**

GREAT, and if I happen to come across a buyer looking for a property like yours, NAME, I promise to bring them to you immediately – ok?

**OR**

Your offer is generous, and I do want to help you… and at the same time I’m not going to insult your intelligence by telling you I have a buyer for your property today. Because if I did or, frankly, if any of the other agent did… it would be sold by now, wouldn’t it? <<I guess>> What I DO know, is how to FIND the RIGHT buyer for the propertys I market. So, let’s do this right, and I don’t mind… I’ll come by for 15 minutes, see your property, and at the same time show you how I can net you at least 10% MORE money than you could on your own… and then if you decide you still want to go it alone, you can still take advantage of my advice. So, which would be better for you \_\_\_\_ or \_\_\_\_\_?

**THEY ARE GOING TO HANG UP… SLOW Your Pace and Don’t Get Excited or Defensive**

1. May I ask you one LAST, QUICK question…. What caused you to sell yourself… rather than list with a real estate agent? <<Saving the commission>> Got it! I understand… who wouldn’t want to save that money, right? <<yes>> And so, NAME, if you knew there was a substantial financial benefit to meeting with me today, would that be worth 15 minutes of your time? BACK TO SCRIPT

2. NAME, you sound very in control of the process, and I know you could sell the property on your own. And at the same time, what’s more important to you – to sell it on your own or to NET the most amount of money?

**Couldn’t get the appointment, but had a good conversation END W/THIS**

So, NAME, I’d like to help you. I’ll plan to contact you from time to time and update you on the market. You’ll want to know what else comes on in your price range or neighborhood and what it sells for, so your property stays AHEAD of any competition, right? <<I guess>> Great! (Then start following the Pain, Pain, Pain… Pleasure weekly call.)

**YOU’RE JUST LOOKING FOR A LISTING**

“You’re right, I am looking for a listing to sell because the last one I had in your price range sold (if it sold over list or quickly, state that)… wouldn’t you like to know how I made that happen?” BACK TO SCRIPT

**OR**

Yes, I am looking for a listing, and at the same time, I only want a listing that my team can sell… and that is also what you want isn’t it… to sell the property for top dollar NOW?” BACK TO SCRIPT

**Call me in two weeks a month, a few months**

1. I could certainly call you in TIME FRAME, I’ll still be here selling real estate. And at the same time, if you had an offer on your property TODAY, you would look at it, right?<<yes>> So, knowing the market has leveled and every day we wait we’re beginning to lose money, what would stop you from getting the ball rolling today?
2. And tell me, what’s important to you about TIME FRAME? (KEEP THEM TALKING) <<we have an ad running>> I totally understand that, you want to get the most out of your money and your time, right? << yes>> I like the way you think. BACK TO SCRIPT
3. NAME, I understand when I called you this morning – you may have been thinking of delaying the sale. And yet you want to sell the property for top dollar, correct? <<yes>>

Let’s do this, and I don’t mind… I’ll come by and take a look at your property, and since I’ll already be there we can take a 10 minutes to review how you can make more money by hiring me… then, if you still want to wait, I can be keeping my eyes open during that time for a buyer… CLOSE

1. I understand where your mind is at this point. Let’s keep in mind that meeting is different than listing. Listing is different than putting your property on the MLS. Putting it on the MLS is different than showing it. Showing it is different than accepting an offer. You aren’t obligated to take ANY OFFER – even one at full list. Accepting an offer is different than moving! Each step is within your control – you own the property! I’m simply suggesting we take the first step. What’s stopping us from just doing that today?

<<I’m just not ready for all this>>

**SOMEONE SAW IT & THEY ARE COMING BACK NEXT WEEKEND – CALL ME AFTER THAT**

Great… sounds like you’ve generated some interest… fantastic! Let’s do this, let’s go ahead and meet later today for a few minutes so that just in CASE those buyers don’t come back, we can be finding others NOW… or even better, you may end up with more than one offer to consider… wouldn’t that be great? CLOSE

**Note: You can exclude potential buyers from the listing agreement. Talk to your broker prior to making written changes to the agreement.**