

FSBO Scripts

Compiled by



1. 'Appointment Setter' FSBO Script

Hi, this is [name] from [brokerage]. I'm looking for the owner of the house.

(This is the owner.)

I'm a real estate professional who specializes in [area name]. I'm giving you a call because one of my main responsibilities is to know where all the houses for sale are in our area. That way I can help the buyers I represent to find the home they're looking for.

Do you mind if I ask you a few questions about your home?

(Sure. Go ahead.)

I drove by your For Sale by Owner sign, and found your ad at [Zillow, the newspaper, the internet, Facebook, etc.]. It mentioned that your home has [#] bedrooms and [#] bathrooms. I saw the pictures, but I wanted to get a few specifics.

How big are the bedrooms? Would they be large enough for a family with two young children?

What can you tell me about the kitchen? Was it remodeled recently?

What about the bathrooms?

What can you tell me about the yard?

How's the neighborhood? Is it safe to walk around at night? How are the schools? Is it a good place for a growing family?

Is there anything else I should know about it?

How much are you asking for the home?

(\$xxx,xxx)

It sounds like you have a really nice home. If it's not too much to ask, why are you selling it?

Do you already have a home to move to? What area is it in?

So what attracted you to that area?

How much is that home going for?

OK, so you mentioned that you're asking \$xxx,xxx for your home. If you don't mind me asking, how did you determine your sale price?

I'm asking because there are several homes similar to yours in the area. For instance, there's [mention a couple of comparable properties in the area]. So what are you doing to market your home in a way that can compete with those?

Do you need to sell this home before you can move to your new one?

I understand that you're selling your home on your own for a reason. And you know what? I can respect that. But I have to ask. If there was any advantage of using me as an agent to market your home, and it got you a higher sales price, would you be against it?

(No. But I don't want to pay 6% in commission. I just want to get it sold.)

It sounds like you have a lot on your mind right now, and you probably have a ton of things you need to do.

While I can't solve every problem you have to deal with, I think I can help you sell you ease your mind when it comes to selling your home.

Why don't we meet for a short 20-minute conversation and I'll show you how I can help you sell your home faster and at a price where the commission won't be an issue?

I'll be upfront with you. If I can make that happen, I'll let you know. But if I can't, I'll let you know as well. How does that sound?

(Well, OK. Come over and we'll see.)

I'm available on Tuesday at 3 p.m. and Wednesday at 4 p.m. Which one works for you?

(Tuesday at 3 p.m. is fine).

2. 'Objection Sidestepper' FSBO Script

Hi, I'm calling about the home for sale at [address]. Is this the owner of the home? My name is [name] from [agency name]. I'm a real estate professional who focuses on the [area name].

I see that you're selling the home on your own.

I'm calling you because I work with lots of buyers and sellers in the area, including many for sale by owners.

I'm calling you to see how things are working out for you?

Do you already have a home to move to once you sell your current home?

How quickly would you like to make all of that happen?

Do you cooperate with buyer's agents? [Explain what cooperation means, if necessary.]

I'm curious, though. What's the main reason you're selling your home on your own instead of hiring an agent?

Is it the commission?

If I was able to show you a way to sell your property for more money than you could on your own, even after my commission is paid, would you be interested in that?

(I don't see how you could do that.)

I see where you're coming from. After all, if you felt that an agent could do that for you, I'm sure you would have hired one already, right?

But hypothetically speaking, if there was a financial benefit of working with me rather than selling the home on your own, and I could PROVE it and show you the numbers, would you at least consider it?

That's why we need to meet in person. I'm available at 2 p.m. and 5 p.m. today. Which one works best for you?

3. 'Reverse Selling' FSBO Script

Hi, this is [name]. I am a realtor here in [company]. How are you?

Oh, that's awesome. I saw that your house just went up for sale, and I know that you're selling it on your own, but I just wanted to know if you'd be open to working with a buyer's agent if they can bring you a fully qualified buyer.

OK, great! Have you already moved, or are you still living in the home?

OK, got it. So, where are you off to when the home sells?

Very cool! And I'm sure with the market being so good right now; you'll probably have no issues with selling on your own. But if for some reason, if you're not able to sell, you're probably not going to be looking at other options for at least a few weeks, right?

Makes sense. Well, I'd maybe like to stop by one day this week to take a quick look—either before or after I

head into work. What usually works better for you? Mornings or evenings, if I can come and take a quick peek?

OK, I'll tentatively put you on my calendar for tomorrow at 4 p.m. If I need to change that, I'll give you a call.

Fair enough?

Perfect! I'll send you a quick email with my resume and contact information. What's a good email address for you?

Perfect! I'll send you a quick email, and I'll plan on seeing the home quickly tomorrow around 4 p.m. Thanks so much!

4. 'We're Trying to Save Some Money' FSBO Script

Hi, this is [name] calling from the [company]. I noticed you have a house for sale in my coverage area. Is it still available?

(Yes.)

Great, do you have a real estate agent?

(No.)

OK, I know the area well, and I'm wondering how much you are asking for the house?

(\$xxx,xxx)

If I had a buyer willing to buy your house for this price, would that be helpful to you?

(Yes.)

Great, so how about we set a time when I can come by and look at the house to see if it would work for any of my clients? I'd also like to share some of the things we do to help homesellers like yourself. Do you have time at [time and date], or would [alternative time and date] work better for you?

(You know, I really don't want to work with an agent. If you have someone who's serious, you can send them by, but I'm not looking to sit down for a sales pitch with an agent.)

Sure, I can appreciate that. Let me ask you this: Why are you selling your house without a professional agent?

(Well, I wanted to save the money, you know. A 5 or 6% commission would be a lot.)

Yeah, I can understand that completely. Interestingly enough, 90% of the homesellers I speak with tell me the exact same thing. If there was a way for you to get the same money or possibly even more using our

services, would that be something you'd be open to?

(Well, basically what we're trying to do is break-even. We bought the house two years ago, and the value hasn't really gone up.)

So, what's the main reason for your sale?

(I've been transferred. We're moving to [another area].)

Oh, congratulations. And when will you need to be in [that area]?

(We need to be there in 90 days.)

Gotcha, so the clock's ticking for you. And if the house doesn't sell in 90 days, what's your plan B?

(Well, we're going to have to go—the house will just be empty.)

Oh, yeah, I'd hate to have that happen to you. If I could sell the house, have you break-even, and get it done before you get to [that area], would that be a win for you?

(Yeah.)

OK, perfect. Why don't we meet? I'd love to see if I can do that for you. I'll be 100% honest with you. If I can do it, I'll let you know. If I can't, I'll let you know that as well. How does that sound?

Awesome, I appreciate that. I'll see you this afternoon at 4 p.m. Will that work?

(Sure, see you then.)

5. 'Elevator Pitch' FSBO Script

Hello, may I speak with the owner of the home for sale at [address]? Is it still for sale?

My name is [name] from [real estate agency]. I see that you're selling your home on your own.

Are you open to cooperating with a buyer's agent?

Great! Can you tell me more about your home? Size of the rooms, age of the home, etc.?

Listen, I got a few buyers that are looking for a home like yours. Would it be OK if I come and take a look at the property before bringing in my clients?

6. 'I've Got a Buyer' FSBO Script

Hello, may I please speak to the owner of the home for sale at [address]?

I understand that you are selling by yourself, and I'm not trying to interfere with that. I was just wondering are you cooperating with buyer's agents?

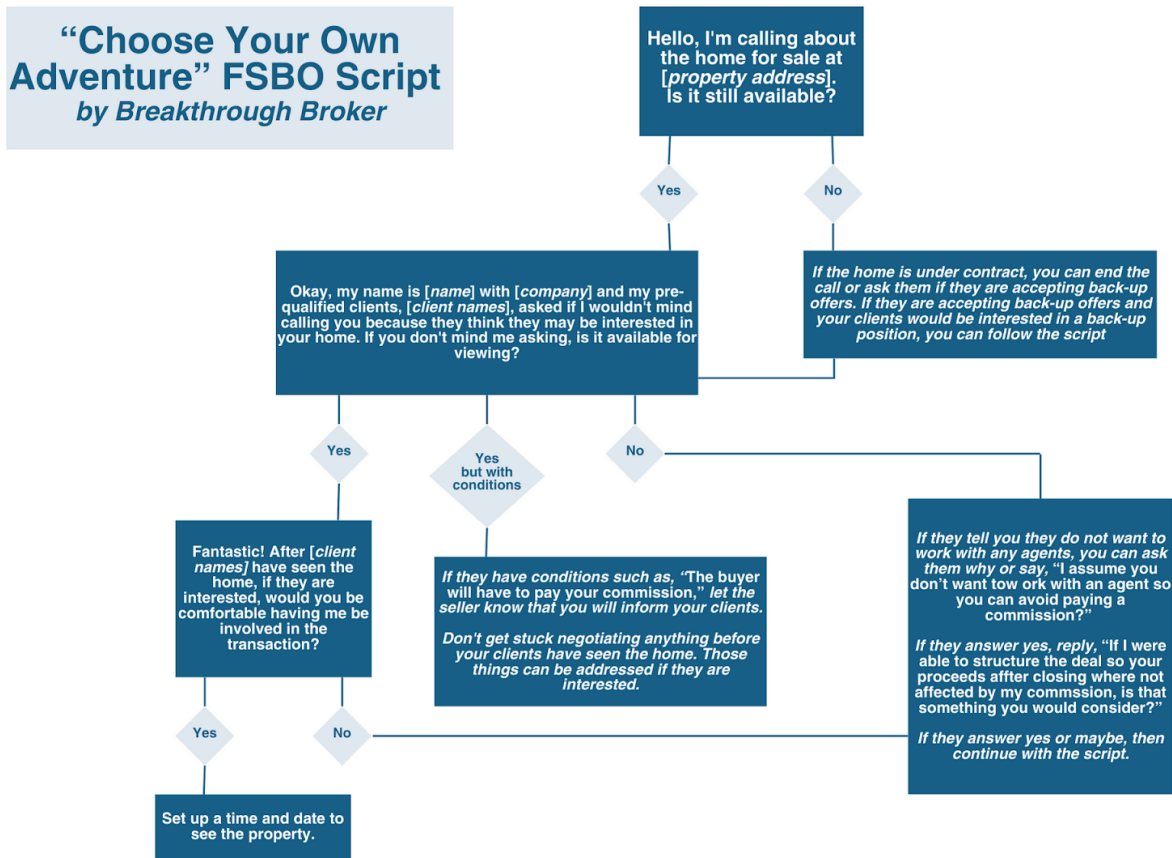
Oh, sure, let me clarify that. When I say "cooperating," I mean, if I'm working with a buyer who makes an offer, are you willing to pay the standard [%] commission in our area for a buyer side only?

OK, that sounds great! Do you mind telling me a little bit about your home?

That sounds really nice. I've got a couple of buyers right now that I think would be interested.

Is there a time I could come by and take a look at the property before bringing my clients, though?

7. 'Choose Your Own Adventure' FSBO Script



8. FSBO Texting Scripts

■ Requesting for an appointment:

Hello, I'm [name] from [company]. I noticed you're selling your home independently. Did you know you might be leaving thousands on the table? I specialize in helping homeowners get the most value. Can we discuss your options with a quick appointment this week?

■ Offering interested buyers to FSBO sellers:

Hi, I'm [name] with [company]. I see you're handling your home sale. I have several interested buyers looking for homes in your area. Interested in working with an agent to connect with these buyers and secure the best price for your home?

■ Showcasing your value as an agent:

Hello, this is [name] from [company]. I noticed you're going the FSBO route to save on agent commissions,

but you could still leave several thousand more on the closing table. I've helped sellers secure above-asking offers and have access to top-notch marketing tools and resources. Let's explore how I can make your home stand out. Are you interested in learning more?

Offering tools and resources:

Hi there, I'm [name] from [company]. I noticed you're managing your home sale independently, and I wanted to offer you some helpful resources like a free home valuation tool and useful insights into the home selling process. What's your email?