



PHONE ANIMAL

For Sale By Owner Script



Introduction:

“Hi (Lead First Name)?

“Hey (Lead First Name) my name is (Your First Name), I came across your property and I saw that it is for sale, is it still available? (Pause for answer)

“ I noticed it was for sale by owner, is that accurate are you selling it yourself?”

“Great well I work with a real estate team here in the area. The reason for the call is that we have been able to help a lot of For Sale By Owners in the past by either helping them sell their home or by bringing them a buyer. Out of curiosity how is the home sale going and could you tell me more about the property?”

Motivation:

“Seems like a great home if you don’t mind me asking what has you wanting to make the move?”

“Do you already have a home to move to if this home sells and the reason I ask is that we might have a coming soon or off market home that might be a fit for you?”
(document if buyer lead)

“What would be the consequence if you sold your home tomorrow?”

“If we brought you a buyer tomorrow would you be ready to go?”

About activity and pricing:

“If you don’t mind me asking, how long has the home been on the market?”

“And do you have any offers?”

About listing the home:

“At what point would you be looking at hiring an agent if for some reason you can’t sell this property yourself?”

“Out of curiosity, is saving the commission the biggest reason for not listing with an agent?”

If yes: Continue to traditional close

If no: “Okay well out of curiosity what made you decide to sell the home yourself?” (let them answer and move to alternative close)

Traditional Close

“Got it, so really what I am hearing you say is that netting the most amount of money is truly what’s important to you correct? So if my team could show you how we could net you the most amount of money at the end of the day, while taking the stress and headache of selling the home off your shoulders, wouldn’t you want to know about that option?”

“Great and that is exactly why we need to set an appointment for my listing specialist to come out to the property and sit down with you to explain exactly what we do to get homes sold for the most amount of money in the least amount of time. If (Agent First Name) were to meet with you what works best weekdays or weekends? Mornings or afternoons?”

“Perfect, well I will relay all of this information to (Agent First Name) and they will be reaching out to lock down a time and day that works best for you both. I am also going to introduce you both via email as well. Does all that sound good?”

“Awesome, well just to confirm this is the best number to reach you on, correct?”

“And what’s the best email for you?”

“Lastly can you confirm your full address for me?”

“Perfect well (Agent Name) will be reaching out soon and we look forward to meeting with you.”

Alternative Close

“Understood. Well there is definitely a lot that goes into selling a home. If my team could take the stress and headache of selling the home off your shoulders, while netting you potentially more money than if you sold it on your own, wouldn’t you want to know about that option?”

“Great and that is exactly why we need to set an appointment for my listing specialist to come out to the property and sit down with you to explain exactly what we do to get homes sold for the most amount of money in the least amount of time. If (Agent First Name) were to meet with you what works best weekdays or weekends? Mornings or afternoons?”

“Perfect, well I will relay all of this information to (Agent First Name) and they will be reaching out to lock down a time and day that works best for you both. I am also going to introduce you both via email as well. Does all that sound good?”

“Awesome, well just to confirm this is the best number to reach you on, correct?”

“And what’s the best email for you?”

“Lastly can you confirm your full address for me?”

“Perfect well (Agent Name) will be reaching out soon and we look forward to meeting with you. Have a great day!”