

ZTD FSBO Script

{Ring, ring, ring} Hello?

-Hey! Mr./Mrs. _____?

-Hey, Mr./Mrs. _____, this is (your name) with (your company).

{pause} How are you today?

-That's good. Me too. Just enjoying this good weather outside. Isn't it gorgeous today?

{Pause and let them talk. Listen to what they say. Chances are high that you get into a conversation about the weather, back and forth. This will set the comfort level of the call. If it's raining, talk about how nasty it is today. And, it doesn't have to be about the weather. Just something non-real estate related like "How was your Christmas?" or "Getting ready for Thanksgiving?"}

{When this part of the conversation is over, transition into the reason for your call}

-Well look, I don't want to take up too much of your time today, but your house that is for sale by owner. Is it still for sale?

{pause and listen} If they say YES...

-Great! Can you tell me about the house? {really get them talking right here. The more they talk, the more comfortable they are. You want to know the price, size, upgrades, everything they did to it, etc. Sellers always like talking about their property and why it's the nicest in the subdivision.}

-Wow! That sounds like an amazing place. Why in the world would you want to sell it? {This is the most important part of the call. It gives you the bigger things going on in their life that is causing them to sell. Knowing this gives you the upper hand against any agent because now you are helping them with their BIG WHY. We will use this to create a game plan with them later.}

-I gottcha. Ok, that makes sense. Let me ask you this...if you were to work with an agent, do you have one in mind that you would use?

If the answer is NO...

-Ok, well what I would like to do is try to help you sell this on your own for no charge from me? {How you will help them is by making sure they are everywhere online, have great remarks/pictures and priced right. Make sure you know where they are moving to. One of three things will happen...1) They list with you at some point as you continue following up 2) They sell it on their own and use you to buy the next property, or 3) Nothing happens which is part of the business.}

From there just continue helping them with their situation. Make sure you have their cell phone number and email address to add to your database. And, remember...Treat them like family.