



FSBO "Real Conversation" Script

This FSBO script is designed to feel natural, conversational, and non-salesy. It's structured around **five non-negotiable sentences** that you strategically use during the call.



The Five Non-Negotiable Sentences (At-a-Glance):

1. **Opening:**

"Good morning/afternoon, my name is [Your Name]. I'm a local real estate agent, and I see you have a property for sale by owner on [Street Name]. Is that right?"

2. **Buyer-Agent Question:**

"Are you open to the idea of working with a buyer's agent if the offer makes sense?"

3. **Resume Email Offer:**

"Tell you what—I'm going to send you over my resume, that way you can put a face to the voice. What's a good email for you?"

4. **Hypothetical Future Listing Question:**

"Hypothetically, if this property doesn't sell in the next 30 to 45 days, at that point are you going to look at other options to get it sold?"

5. **Set the Appointment:**

"I'll tell you what—I'm going to be in your neighborhood anyway on another appointment. I'd love to stop by, meet you, drop off some paperwork to help you sell it on your own, and get a quick look at the place. Fair enough?"



Full FSBO Call Script (Detailed):

Step 1: Introduction (Non-Negotiable #1)

Agent:

"Good morning/afternoon, my name is [Your Name], I'm a local real estate agent, and I see you have a property for sale by owner on [Street Name]. Is that right?"

(Confirm clearly, use curiosity in your tone.)

Step 2: Rapport & Openness

Agent:

“Awesome! How’s that going for you?”

(Listen closely. Gauge how talkative they are and make notes. Short or detailed responses both work fine.)

Step 3: Buyer-Agent Question (Non-Negotiable #2)

Agent:

“Let me ask you this: Are you open to the idea of working with a buyer’s agent if the offer makes sense?”

(Typically they’ll say yes. If asked if you have a buyer, respond clearly and honestly.)

If Seller Asks “Do You Have a Buyer?”:

“No—I’m primarily a listing specialist. I specialize in selling homes that haven’t sold, like expired listings, or homes like yours being sold by owner, usually through creative marketing and better exposure. But the real question is, if a buyer’s agent did bring you a strong offer, is that something you’d consider?”

(This shifts control back to you smoothly.)

Step 4: Ask About the House (Build Rapport)

Agent:

“Great—mind if I ask you a few quick questions about the house?”

(Seller usually says yes.)

- “Looks like [mention something about the house from Zillow, e.g., ‘the roof is newer’ or ‘it’s had an addition’]. Did you guys do those renovations yourselves, or was that done before you bought it?”

(Allow seller to talk about their home—take notes, show genuine interest.)

Step 5: Discover Motivation and Timeline

(After seller finishes talking positively about the house):

Agent (naturally curious):

“Wow—it sounds perfect for you guys! What has you wanting to leave this place?”

(This gets the seller to comfortably share their true motivation and timeline.)

(Example responses: Job relocation, downsizing, upsizing, etc.)

Step 6: Offer to Send Resume (Non-Negotiable #3)

Agent (casually assumptive):

“That makes sense. Tell you what—I’m going to send you over my resume, that way you can put a face to the voice. What’s a good email for you?”

(Seller provides email.)

Agent:

“Great! When we get off here, I’ll send that right over to you so you can meet me on paper.”

Step 7: Hypothetical Future Listing Question (Non-Negotiable #4)

Agent (softly & curiously):

“Let me ask you this—hypothetically, if this property doesn’t sell in the next 30 to 45 days, at that point, are you guys going to look at other options to maybe get it sold?”

(Seller typically responds with a positive indication.)

(This question is critical. Phrase it softly and curiously.)

Step 8: Set the Appointment (Non-Negotiable #5)

Agent:

“Makes perfect sense. I’ll tell you what—I’m actually going to be in your neighborhood anyway on another appointment [day/time]. I’d love to swing by

afterward to meet you, drop off some paperwork to help you sell it on your own, and get a quick look at the place. Fair enough?"

(Always provide a specific day/time you're "already in the area." Offering three reasons for stopping by greatly reduces objections.)

Step 9: Warm Close & Confirm Clearly

Agent:

"Perfect, I've got us down for [confirm clearly, e.g., Wednesday around 4:00 PM]. I'll send my resume shortly, and I'll follow up the day before just to confirm our appointment. Does that sound good?"

(Warmly thank them, confirm clearly, and hang up positively.)



Quick Review:

- **Start with Curiosity**
(Avoid sounding salesy.)
 - **Use the 5 Non-Negotiable Sentences**
(They guide the conversation naturally.)
 - **Always Maintain Control of Conversation**
(Answer their questions briefly, then reframe with a question of your own.)
 - **Set Clear Appointments**
(Always offer value: "paperwork to help sell," "quick look at the place.")
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Your Goal with Each FSBO Call:

- **Build Rapport & Trust**
- **Learn Seller's Motivation & Timeline**
- **Set a Solid Appointment** (to position yourself to become their agent)