

FSBO Call Script (Second Call)

Step 1: Make sure you're talking to the owner.

"Hi, I'm calling about the home for sale. Is this the owner?"

Step 2: Introduce yourself.

"This is [redacted]. I talked to you last week about you selling your home.

I wanted to check back with you and see if you might reconsider the free professional-quality pictures I offered to you.

Is that something you'd be interested in?" [Wait for them to answer.]

- **If they say "Yes,"** set up an appointment for the free pictures.
- **If they say "No,"** continue to the next step below.

Step 3: Check if there's an opening to get the listing today.

"Now, if you could sell your home with a Realtor and they did all the work... and you still NETTED the same amount of money in your pocket... is that something you would consider doing?"

Most will say "Yes." If so, continue:

"I know this may sound crazy, but in most cases, a Realtor can sell your home for more money. For example, there was recently a FSBO on the market for \$220,000.

After 4 months on the market, they hired a Realtor. The Realtor sold it for \$240,000. Even after paying commissions, the seller got an extra \$5,000 in their pocket.

I'm not saying this happens every time. But, it happens more often than not. Is that something you'd be interested in?"

If they say "No," thank them for their time and get off the phone.