

FSBO Follow-up Script – For Calling FSBO If You Have No Address to Send Warm Up Letter

Voice Mail Script:

Hi this is a message for _____. My name is _____. I noticed your home For Sale By Owner ad in the _____ (newspaper). I'm just curious, is it still for sale? You can reach me at _____. I look forward to hearing from you. Have a great day!

LIVE Script:

Hi, is this _____?

Hi _____ I was hoping you could help me... is the property at _____ still for sale? It is? Ok, great. I just have a quick question for you about your property. Did you have a brief moment?

Just to introduce myself a little better, my name is _____ and I'm calling from ABC Mortgage. Now to be clear, I am NOT calling to try and get you to list a home or do a loan with me right now. This call is a tad bit different..."

You see... my company sponsors a For Sale By Owner Marketing System where sellers like yourself can market their home to a larger number of prospective buyers looking for Real Estate. It's designed to help you sell your home faster and for top dollar and it typically costs about \$300. However, if you're interested, I can get you complimentary access so it won't cost you a dime. How's that sound so far?

Advance: May I make a suggestion? With your permission I can mail you some information how this system can help you double the amount of interested buyers looking at your home. If it meets your approval, we can discuss the next step. Fair enough?

What's your address?

Your email address?

If it's ok with you, I'll call you back next week to make sure you received my package and answer any questions you might have. Would that be alright?

When's the best time to call?

Great, talk to you then.