**Alternate FSBO Follow Up Script (Second Call)**

**Step 1:** Make sure you are talking to the owner.

*“Hi, I’m calling about the home for sale. Is this the owner?”*

**Step 2:** Introduce yourself.

*“This is \_\_\_\_. I talked to you last week about you selling your home.*

*I had an idea for a way that I might be able to help you. What if I could market your home to potential buyers… WHILE at the same time you continue marketing it for sale by owner.*

*That way you’d be getting twice the exposure at no risk. Is that something you might be interested in?”* **(Wait for them to answer.)**

**Most people will reply,** *“How does that work? Am I obligated to pay you a commission?*

***To which you reply,*** *“Here’s how it works. Basically, I work to market your home to all the buyers in the market working with a Realtor.*

*You get all the exposure on the MLS and all the other website. Plus, the additional marketing that I do. If I sell your home at a price that’s acceptable to you, then you pay me a commission.*

*But, at the same time, you have the right to continue marketing it for sale by owner. And, if you sell it on your own, then you don’t owe me a commission. You just let me know and I come out and take down my sign, etc.*

*I’ll write it into the contract that if you sell the place yourself to one of your buyers from your advertising, I’ll charge you no commission.*

*Bottom line, if you get a buyer and go to contract, you call me up and let me know and I’ll be out to get my sign and Lock box within 24 hours. You move forward with your closing and don’t pay me a commission. Does this sound good to you?*

If so, then say this, *“What’s a good time that I could stop by and show you what I can do to help you sell your home for the most money possible?”*

**If they say “Yes”,** then setup an appointment to meet with them. You’ll need an addendum to handle that. If you’re a Smart Agents Member, then contact us to get a copy of this addendum.

**If they say “No”,** then thank them for their time and get off the phone.Remember, next week is a new day. At that point, you can follow up with them! Just keep calling until they list with you or someone else.