**FSBO Follow Up Script (First 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.

*“My name is \_\_\_\_. I’m a Realtor here in City Name.*

*I sent you a book that shows how to sell a home for the most money possible. Did you get the book that I sent you?* **[Wait for them to say “Yes.]**

*Now, just so you understand I’m not calling you to list your home. My approach is to offer assistance so that if you ever do consider hiring a Realtor – you’ll consider hiring me.*

*So, I wanted to see if I could offer you free, professional quality pictures of your home. You can use those pictures to market your home for sale by owner.* **(Slight Pause)**

*Do you think that’s something you would be interested in?*

**(Pause and wait for them to reply.) Most people will reply,** *“Why would you do that? It sounds like a scam.”*

***To which you reply,*** *“It’s like when you go to the grocery store and someone offers you free samples. They give you the food samples, whether or not you buy more food from that.*

*That’s why I’m giving away the pictures. It’s a free sample of what I can do to sell your home.* **(Slight Pause)***Is that something you’d be interested in?*

* **If they say “Yes”,** then setup an appointment for the Free Pictures. **Do not continue onto Step 3.** (If you do, then you will destroy your credibility.)
* **If they say “No”, continue to the next step below.**

**Step 3:** Continue to see if maybe 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, then 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”,** 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.