

Turn FSBOs into “Sold By RE/MAX®”

EXPANDED TELEPHONE DIALOG FROM THE RE/MAX TRAINING ON DEMAND VIDEO

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Telephone script to use with For-Sale-By-Owner prospects:

- I'm calling about the house for sale. Is the house still available?
- Hi, this is _____ from RE/MAX (office name). How are you?
- I'm looking at a copy of the MLS, and your home seems very nice. Are you working with an agent? (They'll say "No.")
- Is that because you want to save the brokerage fee? (They'll say "Yes!")
- How's the activity been on your current property? (And they'll usually tell you, "Oh, wonderful. Great. We don't need you.")

- How long have you been living in this current house?
- Where are you moving to?
- What would happen if you didn't sell this house? (This is a great question because it will tell you how committed they are to moving.)
- What do you like best about your current house?
- Do you have any family in the area you're moving to?
- What is the biggest challenge you're finding right now in selling your home? (This is a risky question, because sometimes they won't give you the real answer. They'll say, "Oh, we're not having any challenges." So, usually this question works only if you feel like you have some rapport and trust going with the homeowner.)
- Have you been getting any feedback from the buyers who have come through to see your house? (This is a great question because usually they don't, which will create some anxiety for them. And if they do, the buyers usually say, "Oh, we love it. We'll get back to you." And then they never do.)

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- Have any of the buyers who have come through made an offer yet?
- When you purchased your home, did you do that privately or did you do that through an agent (*This is just a really great question because normally they'll say, "Oh, we bought through an agent." And there's a little bit of an irony in there, although you won't address the irony.*)
- If I had a buyer who was willing to pay your price and my commission, could we work together?
- Would you mind if I stopped by to see your house?

More Resources

Here's a recent [Mainstreet Message Board thread](#) focused on working with FSBOs.

Here's another [Mainstreet Message Board thread](#) with more details on a Web-based strategy being used by an Alabama RE/MAX Affiliate.

The National Association of Realtors has a comprehensive online package of information on [working with FSBOs](#).

Be sure you're always in compliance with the CAN-SPAM Act and the National Do-Not-Call Registry. Here's a handy [Ten Commandments](#) from RE/MAX International to help you stay on track.

Your brokerage likely has a telephone solicitation policy in place with details on contacting FSBOs when you're representing potential buyers vs. looking for a listing agreement. [NAR advises](#) that the Do-Not-Call Registry typically applies to FSBO calls made to solicit a listing contract – but not to calls you make to FSBOs on behalf of your buyers.

The [Do-Not-Call-Registry Web site](#) has details on determining if FSBO phone numbers are on the registry. But first check with your brokerage management to see if the office already is maintaining Do-Not-Call lists applicable to your market area.

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