

## Scripts for Expireds and FSBOs

See associated training webinar [“Handling Today’s Seller Objections and Concerns.”](#)

Getting the listing can be a challenge. Tailor these scripts to your market and to the needs of your sellers and you’ll see success.

The following is a script to help you set appointments with FSBOs. Remember to practice and roleplay daily for maximum results.

### FSBO Appointment Setting Script

- Hi, I’m looking for the owner of the home for sale. This is (name) with (company). As an area specialist, my goal is to know about all the homes for sale in the market place for the buyers I’m working with. Do you mind if I ask you a few questions about your property? Excellent!
- I know the ad in the paper/online said it had (#) bedrooms and (#) baths,
- Are the rooms a good size?
- How is the kitchen?
- Have the bathrooms been remodeled?
- Would you tell me about the yard?
- Tell me about your neighborhood: do you feel it’s nice for raising a family?
- Is there anything else that is important to know?
- Sounds like you have a great home, why are you selling? (Great)
- If you sell this home, where are you moving? (Terrific)
- How did you decide on that area? (Fantastic)
- Who did you want to sell your home to: a friend, neighbor or a relative? (interesting)
- How much is the new house you are buying? (Good for you)
- So, do you have to sell this home first to close on the new one? (Great)
- What is your time frame? Okay ...
- How did you determine your sales price? (Got it)
- You know, with as many homes as are on the market right now, what are you doing differently to market yours? What else?
- Why are you selling yourself ... rather than using a professional agent (interesting)
- If there was an advantage to ... use me ... to market your home, would you consider it? (terrific)
- Normally at this point ... I would say ... let’s get together for 20 minutes or so ... so we can discuss how we can help you achieve your goal ... I have some time (\_\_\_) or would (\_\_\_) be better for you?
- I’d like to have some information delivered before we meet ... where should I send it, to your home or office?
- I look forward to meeting with you on (\_\_\_), thanks and have a great day.

## Scripts for Expireds and FSBOs

Use this script to help FSBOs understand why they need an agent, and why they need to work with you. Remember to practice this script and make it your own.

### FSBO 4 Types of Buyers Script

- Just out of curiosity, how many calls did you receive last week?
- How many of those were from Realtors?
- That leaves \_\_\_ potential buyers.
- Out of \_\_\_ how many came to see your home?
- Out of the ones that came to see your home, how many gave you an offer?
- Do you know why they didn't give you an offer? It's because there are 4 types of buyers ...
- The **first** type are serious and in a hurry they may be relocating from another city and have 3 days to find and buy the right home. Or they may be someone whose home sold last night and today they need to find their replacement home. Because they are in a hurry do you think they will be with a Realtor or do you think they are reading every ad in the paper looking for FSBOs?
- Realtors have 97% of all the homes on the market listed with them and only 3% are FSBOs so ... the more you think about it, the more it makes sense that the serious and in a hurry buyers work with a Realtor ... does that make sense?
- The **second** type are serious but not in a hurry ... they may be a first time buyer ... proceeding cautiously ... wanting someone to hold their hand ... or ... they may be looking for that perfect home ... Did you know that last year the average buyer looked at 54 homes before making a decision?
- Naturally these people want a Realtor to help them, to guide them and make them feel secure ... can you see that?
- The **third** type you may have encountered ... they are investors or bargain hunters ... preying on FSBOs that are in a hurry to sell at a discount. What's the only thing they are looking for?
- And of course the **fourth** type can't afford to buy ... and they will never buy ... because they are just looking ... We call them looky lous. In fact, Realtors don't work with them because they are not qualified to buy.
- So you can see Mr. & Mrs. FSBO if Realtors have 97% of all the properties that are on the market, it only proves that the serious buyers are going to work with a Realtor and what kind does that leave for you?
- The investors, bargain hunters and the looky-lous. Right?

# Scripts for Expireds and FSBOs

FSBOs often face many obstacles as they try to sell their home themselves. Practice these common FSBO objections to help them understand the benefits of working with a trusted agent like yourself.

## FSBO Objection Handling Script

*Objection: "We want to try selling it ourselves."*

- I totally understand the thought of trying to get a home sold yourself ... I mean, let's face it ... saving that commission can mean some good money in your pocket ... right? (Right)
- So I'm curious, are you familiar with the difference between passive and active marketing? (No)
- Real quick ... Passive marketing is basically sitting around doing nothing like, holding open houses, sending out flyers or advertising in the newspaper ... Were you thinking about doing any of these things?
- Yeah, I was afraid of that! These methods only work about 25% of the time! Yet, agents sell this concept as if this was the answer to all your problems ... right? (Right)
- Which then makes you think, well, what's so hard about that ... I could do that ... right? (Right)
- The problem is ... this doesn't get a home sold anymore ... Do you understand now what I mean by passive ... sitting around with your fingers crossed ... waiting for the buyer?
- Active Marketing, on the other hand, is literally getting on the phone every single day and personally contacting as many people as I can 25, 50, even 100 a day. The key is ... asking them if they would like to buy your home, if they know someone who would like to buy your home, or if they would like to sell their home.
- Do you know why I ask if they would like to sell their home? Because the more signs I have, the more buyer's calls I get to show your home ... Does that make sense?
- Now ... Which way passive or active do you believe will get your home sold? And you understand that I am doing active marketing on you as we speak, right? So, how many people do you think you could call a day to try and get your home sold ... and by the way have you ever done telephone soliciting before?

*Objection: "We want to try selling it ourselves."*

[Alternative]

- You can try it. Lots of people do.
- It is like going to Las Vegas. Millions of people go, and every now and then someone hits the jackpot, but the vast majority of people lose money or Las Vegas wouldn't be there.
- Every now and then a seller hits the jackpot, but the vast majority needs a realtor or the real estate industry wouldn't be here.

[Alternative]

- Let's talk, okay? John, you are an attorney and try cases in court daily. I can't imagine walking in and trying the case myself.
- I am a professional real estate agent. I know what I am doing. I am here to release you from the extra stress.
- I have record sales. [share stats]
- I earn my commission. I bring you top dollar. I close the deal.

# Scripts for Expireds and FSBOs

Use the following scripts to practice getting the pre-listing appointment, what to say on the listing appointment and how to lockdown the deal.

## **FSBO Script: What To Say To Get the Preview Appointment**

- Are you cooperating with agents on the sale?
- [If they say, "what do you mean?" Respond with ... ]
- If I bring you a buyer and you net the money you want, will you pay me a commission?

## **FSBO Script: What to Say on the Preview Appointment**

Your main objective at the home is to build good rapport and to really dig into their motivation. The meeting should only take 5-10 minutes.

Thank them for having you over. Acknowledge the fact that they have received lots of calls from agents and that you really appreciate that they asked you to come over. Ask them for a quick tour of the home. As they are pointing out the drapes and carpet, re-ask all the qualifying questions. You will find that in person you will get much more truthful answers. You are now in their home and not just a telemarketing stranger. This is when 30 days on their own turns into a week or so before they'll list.

## **Key Questions to Ask:**

- Realistically, how long will you try to sell this on your own before you will list?
- [Use drama when asking this one] Mrs. Seller ... you mentioned on the phone you'd try for 30 days. Clearly you want to move to San Fran right away ... you've got a couple kids ... a husband ... a full time job ... I mean selling on your own is a full time job in itself!
- Based on all that ... realistically, how long will you try to sell this on your own?

## **The System Clincher**

- I really appreciate you having me over. My intention was to just look at the home. Now that I am here I have to say I am 100% confident I can sell it. If I can sell your home for the price you want, in the time frame that you need, and do all the work for you (or say eliminate all the hassle), would you consider listing this home with me this week?

This question is critical to ask before you leave. It will typically elicit one of 3 responses. If they say YES, set the appointment to come back for a listing presentation.

More often, they will say "I don't think you can get me the price I want if you add on your commission." This is a great answer to get! Simply say:

- I am not sure I can either. Let me go do my research now that I've seen the home. Let's get back together tomorrow at 5 p.m. for 15 minutes to see if the numbers work.

# Scripts for Expireds and FSBOs

Sellers with expired listings are often frustrated and anxious. Your job is to help them recognize the potential of working with an agent like yourself.

## Expireds Dialogue: Creating Connection Script

- Hi ... I am looking for \_\_\_\_\_. This is \_\_\_\_\_ with \_\_\_\_\_. I noticed your home was no longer on the market. I was calling to see ... do you still want to sell it? [If it is clear they are getting lots of calls, use these effective lines]
- Are you just taking your home off the market?
- Are you getting a lot of calls?
- These agents are like rats coming out of the woodwork...aren't they?
- Can you imagine if you had to work with these people everyday like I do?
- If you ... sold this home ... where would you be going to next?
- What is your time frame to be moved? (Ouch)
- Why do you think your home did not sell? (Really)
- How did you pick the last agent? (That obviously didn't qualify them to sell your home)
- Has anyone told you exactly why your home did not sell? (Great)
- The only reason a home does not sell in today's market is because of exposure ... did you know that?
- If I can show you how to upgrade your exposure to the market and get your home sold ... would that be of interest to you? (Perfect!)
- Let's meet for 15-20 minutes so you can see exactly what it will take to ... sell your home.
- What would be better for you \_\_\_\_\_ or \_\_\_\_\_?

## Expireds Dialogue: If You Got an Offer Yesterday

- Hi, I'm \_\_\_\_\_(Name) with \_\_\_\_\_(Company). I'm sure you know your home came up today as an expired listing ... and I was curious ... if I wrote an all cash, great terms offer yesterday ... where would you be moving to? Is that something you'd still like to do?
- I've discovered there's only 3 reasons a great home like yours doesn't sell ...
- The Marketing and Exposure on the home wasn't enough to attract the buyers and agents in the area.
- The home didn't show well or capture the buyer's emotions... or
- The pricing strategy ... I'm curious ... There are 2 ways to price ...
- High for negotiations or
- Fair Market Price to create a potential bidding war
- Which did your agent recommend?
- Bottom line ... is if I can market it properly and sell your home in the next 30 days, would it be worth it for us to sit down and explore it?
- What would be better for you \_\_\_\_\_ or \_\_\_\_\_?

# Scripts for Expireds and FSBOs

Expired listing can be a great way to earn listings if you know what to say. Practice these dialogues and how to respond to the common objections below.

## Expireds Dialogue: Where Were These Agents?

- Hi ... I am looking for (name). This is (name) with (company). I noticed your home was no longer posted online ... and I was calling to see ... is it on ... or off the market?
- Are you taking your home off the market?
- Are you getting a lot of calls?
- You may be asking yourself ... where were these agents when my home was on the market, right?
- If you had ... sold this home ... where were you moving to?
- If I brought you an all cash buyer, close in 30 days, where would you like to move to?
- What was your original time frame to sell and be moved? (Ouch!/Really?)
- Why do you think your home did not sell? Really?
- How did you pick the last agent you listed with?
- Knowing what you now know ... what will you expect from the next agent you choose?
- What type of feedback did you get from the people who saw your home? Tell me more about that. I have time, would \_\_ or \_\_ be better?

## 5 Common Objections Script

**Objection: "We're taking the home off the market."**

- I hear what you're saying ... and if yesterday I brought you an offer you liked ... you were moving right? Let's just meet for 15 minutes ... when you see my aggressive proven plan ... if it makes sense ... we sell ... and if it doesn't, it was just 15 minutes ... sound good?

**Objection: "We've already chosen another agent/friend in the business."**

- I can appreciate that ... have you signed an agreement with them?
- (If no) Let me ask you a question ... after \_\_\_ months on the market and knowing what you NOW know ... wouldn't it be worth just 15 minutes to hear a different opinion ... and a new fresh approach? It will only take me 15 minutes ... are you free this afternoon?

**Objection: "We're going to try it on our own for a while."**

- I can appreciate that ... and let me ask you a question ... If I could sell your home in the next 30 days ... and save you time ... would it be worth just 15 minutes to hear exactly how I can do it?

**Objection: "You agents are all the same."**

- I hear you and actually at (company name) here in (city) we sell (x) times more homes than our competition ... would it be worth just 15 minutes to hear exactly how we can do it with your home?

**Objection: "Where were you when my home was on the market?"**

- That's a great question ... I was busy fulfilling the promises I made to my sellers to show, market and sell their homes ... I didn't even know your home was on the market until today when the agreement expired ... scary huh? That's exactly why we should get together ... I specialize in selling homes other agents didn't ... and have a 19 point marketing plan I know you'll be impressed with ... what time can we get together to go over it?