



FSBO Sample Script

Hi, this is [Your Name] from [Your Company], and I was reaching out about your home that's listed for sale. Is this [Owner's Name]?

(Yes)

I'm going through the homes for sale by owners in the area, and I wanted to find out some more details. If you were to sell your home, where would you be planning to move next?

(Florida)

That's exciting! Do you have a specific timeline for when you want to be settled in your next place?

(By the end of the year)

I see. On a scale of 1 to 10, how motivated are you to get your home sold right now?

(7)

That's totally reasonable, especially with everything going on! How are you currently marketing your home to potential buyers?

(StreetEasy and forsalebyowner.com)

That's a good start! What made you price your property the way you did?

(I spoke with some real estate agents)

That makes sense. If you were to get an offer, would you be open to negotiating the price if needed?

(I'll consider lowering it if necessary)

That's a smart approach! What made you decide to sell on your own instead of working with an agent?

(Save on commission)

Totally understandable! How many offers have you had to date?

(I have a lot of interest and someone who seems very serious)

That's great! If you were to list with an agent, do you have anyone in mind?

(Not sure yet)?

That's okay! Have you thought about what you'd be looking for in an agent?



Do you already have a real estate agent you're considering if you change your mind?

(No one specific yet)

That's fine, a lot of FSBOs are still exploring their options. What would you expect an agent to do differently to help sell your home effectively?

(I haven't really thought about it)

Ok, are you willing to pay a commission if an agent brings you a buyer?

(Yes)

That's great to hear! Working with an agent who brings qualified buyers can really help speed up the process. If you don't sell your property in X weeks, are you open to interviewing an agent?

(Maybe)

What would it take for you to consider working with an agent like myself to sell your home?

(...)

Are you familiar with the methods I use to help homes like yours sell faster and for a higher price?

(No)

Ok so when would be a good time for me to show you how my approach could work for you—would today at [time] or [time] work better for you?