

For Sale by Owner Scripts

Mastering a for sale by owner script might be one of the most challenging tasks on your plate, as most FSBO property owners are selling their homes by themselves for a reason. During the listing appointment, it's important to build trust, which can be done by thanking them for inviting you over, requesting a tour of the home, and asking them qualifying questions, such as:

“How long will you try to sell this home before you make the decision to list?”

“My original intention was just to preview the home. However, after touring, I am 100% confident I can sell it. By taking all of the work off of your shoulders, would you consider listing your home with me this week?”

Another strategy to secure FSBO listings is to drive through your area, identify FSBOs, and make cold calls. Below is a real estate script for FSBO listings:

You: Hi, I'm (insert name) working for (insert company), I'm looking for the owner of the home for sale.

Owner: Hello

You: I noticed you listed your property with X bedrooms and X bathrooms. Are the rooms in good condition? How is the kitchen? Can you tell me more about the neighborhood?

Owner: Provides answer

You: Can you tell me why you're selling?

Owner: I'm relocating for a job

You: Where are you moving to, and how did you decide on the area?

Owner: I'm moving to (name of area) because it's close to work and has great schools

You: Great! Are you looking to sell to a friend, family member, or someone you know?

Owner: No one in particular

You: Great, what is your time frame and selling price? Also, what is your marketing strategy? If there was an advantage of using me to market your property, would you consider it?

Owner: Provides answer

You: Awesome, let's get together for 20 minutes to discuss ways to achieve your goals. I look forward to working with you.