

Turning Leads into Money

Lead Conversion



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Buyer Lead Conversion

This approach requires a Buyer Presentation.

1. Opening Answer/Question
2. Trade three times using alternative choice questions.
3. Tell me all and I'll make a note
4. Paperwork and process
5. Hit it off or just be much better prepared.
6. Ask for appointment with alternative choice.

1. **Opening Answer/Question:** Either the Agent is responding to a question. For example the inquiring Buyer asks, "What is the price on that property?" Or the Agent is asking a question first. For example the Agent is calling back an Internet lead and asks, "Is this the person who was looking at Real Estate on the Internet? You were looking at a 4 Bedroom home in Brighton on Model Lane and I was calling to see if you have any questions that were not answered already?"
2. **Trade three times using alternative choice questions:** Location-Price-Size For example on location the Agent would ask, "That property is in the town of Brighton? Are you looking exclusively in Brighton or are you also looking in Pittsford, Perinton and the other Eastern suburbs?" It is very important that these are asked as alternative choice questions. (Versus yes or no questions, alternative choice questions invite further conversation. Yes or no questions are more likely to end the conversation.)
3. **Tell me all and I'll make a note:** This may sound like, "Why don't you tell me all the things you are looking for and I'll make a note." When the Buyer engages in the three trades conversation above; they will nearly always continue and answer this question. When this question is answered the chances of making an appointment is nearly 100%; providing you complete this script with compassion and skill.
4. **Paperwork and process:** This is an offer to share information with the Buyer that they do not have and that they realize will make their home purchase effort easier, less stressful, and more profitable. They understand this because of the script you use.
5. **Hit it off or just be much better prepared:** This is a simple way to make the Buyer even more comfortable and eager to make the appointment with the Agent. You can use whatever phrase or language that is comfortable for you as long as it conveys the same easy, comfortable tone.
6. **Ask for appointment with alternative choice.**

Lead Conversion Conversation

Opening Statement and Question: ***“You inquired about the property at... If you have a moment, I just wanted to know if you wanted any further information on that property.”***

Follow that up with this exchange. ***“This one is priced at (price). Is that the price range you are looking in or are you looking higher or lower than that?”***

Then, ***“This one is in (town or subdivision). Are you looking specifically in (town or subdivision) or are you also looking in (other likely subdivisions)?”*** It is best if you add a distinction or two about the suggested towns or subdivisions so that they recognize your knowledge and insight into the areas.

One more, ***“This one is (square footage or number of bedrooms and baths) is this property the size you are looking for or are you looking for something larger or smaller than this?”***

After asking and answering, as above, about price range, location, and size ask this. ***“Why don’t you tell me all the things you are looking for and I’ll make a note.”*** When they have engaged over the opening questions, they will nearly always answer this more open ended question and share the rest of what they are seeking. When they do that, when they share what they are seeking they will nearly always agree to meet with you about becoming their exclusive Agent. Many Agents have called this approach magic. It isn’t. It is just extremely effective.

Once they have shared what they want, they are indicating their comfort and trust in you. Then ask this. ***“Have you reviewed a copy of all the documents Buyers use in (the city or area) to purchase a home? It is (number) of pages. I find that when you are familiar with the documents ahead of time then you can make the best decisions and enjoy the process; even when it is crunch time and you are making all the big decisions involved in purchasing your next home. Would it be helpful to you to have a copy of all the documents?”***

And, ***“Has an Agent reviewed with you the whole purchase process? What inspectors you may want to use, the role of the attorney in this area, the appraisal process, and all the details. It’s not that complicated but there are a lot of details to anticipate. May I suggest that we get together I’ll go through the whole process with you, answer all your questions, and give you a copy of all the documents.”***

“I don’t bite. I promise. If we hit it off we’ll work together and I’ll help you buy the best possible new home. If we don’t hit it off, no pressure, I promise, you will just be a lot more confident and prepared to make the best possible decisions. How does that sound?”

“Would you be available some late afternoon this week or would the evening be better?”

Lead Conversion Emphasis

Opening Statement and Question: You inquired about the property at...

Follow that up with this exchange. “This one is priced at (price). Is that the price range you are looking in or are you looking **higher or lower than that?**”

Then, “This one is in (town or subdivision). Are you looking specifically in (town or subdivision) **or are you also looking in** (other likely subdivisions)?” It is best if you add a distinction or two about the suggested towns or subdivisions so that they recognize your knowledge and insight into the areas.

One more, “This one is (square footage or number of bedrooms and baths) is this property the size you are looking for or are you looking for something **larger or smaller** than this?”

After asking and answering, as above, about price range, location, and size ask this. “Why don’t you **tell me all the things you are looking for and I’ll make a note.**” When they have engaged over the opening questions, they will nearly always answer this more open ended question and share the rest of what they are seeking. When they do that, when they share what they are seeking they will nearly always agree to meet with you about becoming their exclusive Agent. Many Agents have called this approach magic. It isn’t. It is just extremely effective.

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And, “Has an Agent reviewed with you the whole purchase **process?** What inspectors you may want to use, the role of the attorney in this area, the appraisal process, and all the details. It’s not that complicated but there are a lot of details to anticipate. May I suggest that we get together I’ll go through the whole process with you, answer all your questions, and give you a copy of all the documents.

I don’t bite. I promise. If we **hit it off** we’ll work together and I’ll help you buy the best possible new home. If we don’t hit it off, no pressure, I promise, you will just be a lot **more confident and prepared** to make the best possible decisions. How does that sound?”

You may notice that this script and exchange implies that you have a Buyer appointment where you sit down with the prospective Buyer and do the things described.

Open House Lead Conversion Conversation

As the Guest pauses or after they have wandered on their own for a bit catch up to them and engage them in the most successful and effective lead conversion conversation possible.

Start by asking if they are interested in the property being held open. If they are interested in the open property, stay completely focused on selling it to them.

When they indicate that they are not interested in the open property ask this opening question, ***“Are you thinking of buying in the area or do you live around here?”*** Follow that up with this exchange. ***“This one is priced at (price). Is that the price range you are looking in or are you looking higher or lower than that?”***

Then, ***“This one is in (town or subdivision). Are you looking specifically in (town or subdivision) or are you also looking in (other likely subdivisions for Guests looking at this open)?”*** It is best if you add a distinction or two about the suggested towns or subdivisions so that they recognize your knowledge and insight into the areas.

One more, ***“This one is (square footage or number of bedrooms and baths). Is this the size property you are looking for or are you looking for something larger or smaller than this?”***

If the Guest is already working with another Agent this exchange will lead them to tell you. If they are a curious neighbor this will engage them comfortably. Most importantly this will lead the maximum number of serious, qualified, potential Buyers to engage in the next part of the exchange that leads to working exclusively with you.

After asking and answering, as above, about price range, location, and size ask this. ***“Why don’t you tell me all the things you are looking for and I’ll make a note.”*** When the Guest has engaged over the opening questions, they will nearly always answer this more open ended question and share the rest of what they are seeking. When they do that, when they share what they are seeking they will nearly always agree to meet with you about becoming their exclusive Agent. Many Agents have called this approach magic. It isn’t. It is just extremely effective.

Once they have shared what they want, they are indicating their comfort and trust in you. Then ask this. ***“Have you reviewed a copy of all the documents Buyers use in (the city or area) to purchase a home? It is (number) of pages. I find that when you are familiar with the documents ahead of time then you can make the best decisions and enjoy the process; even when it is crunch time and you are making all the big decisions involved in purchasing your next home. Would it be helpful to you to have a copy of all the documents?”***

And, ***“Has an Agent reviewed with you the whole purchase process? What inspectors you may want to use, the role of the attorney in this area, the appraisal process, and all the details. It’s not that complicated but there are a lot of details to anticipate. May I suggest that we get together I’ll go through the whole process with you, answer all your questions, and give you a copy of all the documents.”***

I don’t bite. I promise. If we hit it off we’ll work together and I’ll help you buy the best possible new home. If we don’t hit it off, no pressure, I promise, you will just be a lot more confident and prepared to make the best possible decisions. How does that sound?”

You may notice that this script and exchange implies that you have a Buyer appointment where you sit down with the prospective Buyer and do the things described.

Open House Lead Conversion Conversation Script Only

“Are you thinking of buying in the area or do you live around here?”

“This one is priced at (price). Is that the price range you are looking in or are you looking higher or lower than that?”

“This one is in (town or subdivision). Are you looking specifically in (town or subdivision) or are you also looking in (other likely subdivisions for Guests looking at this open)?”

“This one is (square footage or number of bedrooms and baths). Is this the size property you are looking for or are you looking for something larger or smaller than this?”

“Why don’t you tell me all the things you are looking for and I’ll make a note.”

“Have you reviewed a copy of all the documents Buyers use in (the city or area) to purchase a home? It is (number) of pages. I find that when you are familiar with the documents ahead of time then you can make the best decisions and enjoy the process; even when it is crunch time and you are making all the big decisions involved in purchasing your next home. Would it be helpful to you to have a copy of all the documents?”

“Has an Agent reviewed with you the whole purchase process? What inspectors you may want to use, the role of the attorney in this area, the appraisal process, and all the details. It’s not that complicated but there are a lot of details to anticipate. May I suggest that we get together I’ll go through the whole process with you, answer all your questions, and give you a copy of all the documents?”

I don’t bite. I promise. If we hit it off we’ll work together and I’ll help you buy the best possible new home. If we don’t hit it off, no pressure, I promise, you will just be a lot more confident and prepared to make the best possible decisions. How does that sound?”

“Would you be available at around 4:30 after the open house or a bit later on?”

Converting Listing Referral Leads Script

Focus on them and their plans first

Then ask about their property

Then ask for the appointment.

"Hello, this is (name). I am a Real Estate Agent with (your company). (Referral Source name) told me that you may be considering making a move. (Pause and wait for an answer)"

"Do you have a few minutes to talk now?"

"Where were you guys thinking of going?" (chat about that)

"May I ask what is prompting your thoughts about a move?"

"Do you have any questions for me as an Agent?"

"There are usually two or three major areas of questions people have when they are making a move. May I go over them with you, now?"

"First, people want to know what their house is likely to sell for and the best strategy for pricing, that's important to you too, isn't it?"

"If we get together, I'll bring you all the research that I do so you can be extremely confident in the price you choose."

"Next people want to know what they have to do or could do their property to get top dollar without spending a lot of money or doing a lot of work on it. Do you have those questions?"

"If we decide to work together, I'll go over all of that in detail with you. People say that I am quite good at that part of the process, also."

"Then, it's pretty normal to want to get a pretty good idea how much net proceeds you will realize after all expenses are paid. How about that one?"

"I'll bring a form to walk through all the numbers with you and answer any questions you may have."

"Finally, how to find the best Agent and what they should expect or require of that Agent to ensure they get the job done for the most money, on time, with the least possible hassle." (Pause)

"We have a completely thorough Marketing Plan for each property we sell to expose to the most possible potential buyers very quickly and then continuously if it doesn't sell right away."

"Are there any other questions you would like me to answer for you?"

"May I ask you a few questions about your move and your property?"

Go to the "Pre Listing QUESTIONS OVER THE PHONE"

"I am free (day and time) or would another time be better for you?"

Friendly Scripts

On all leads and particularly on friendly leads focus on the people and their plans using the

Rapport Four

1. **Why are you guys thinking about...?**
2. **Where were you thinking about...?**
3. **Ideally, when...?**
4. **How important is it to get it done by...?**

Do you know what type of financing...? (Buyers only)

With Buyers do this after you make the appointment.

With Sellers do this before you get into the Pre-listing Questions over the Phone.*

* Asking great questions over the phone adds confidence, credibility and relatedness.

It give you a huge competitive advantage.

It creates a stronger relationship before you arrive at the house.

Less experience Agents are perceived as stronger.

It reduces the likelihood of being asked how long you have been in Real Estate.

PRE-LISTING QUESTIONS OVER THE PHONE

This is a compilation of the best questions that the highest producing Agents ask before making the listing appointment. Pick and choose among them. Try them out and make adjustments to discover the best questions for you and your client.

- > **I would like to ask you a few questions so I can better be prepared for our meeting.**
- > **Your spouse will be there won't they?**
- > **Why are you planning or considering a move?**
- > **Where are you thinking of going?**
- > **Ideally, when do you want to do that?**
- > **What happens if it does not sell?**
- > **What happens if you have to move sooner?**
- > **How important is it for you to get this done in that frame?**
- > **May I ask you a few questions about your property?**
- > **What style house is it? (Colonial, Ranch, Split, 2-Story, 1-Story?)**
- > **What is the parking arrangement? (Garage - 1 or 2-Car, Attached, Detached?)**
- > **How large is your lot? Is that normal for the area?**
- > **How many bedrooms are there? - Baths? - Family room? - Fireplace? Where?**
- > **Do you know how much square footage you have? Is it larger or smaller than the other homes in the area?**
- > **What else is there that may make it distinctive or more appealing?**
- > **Are there any obvious drawbacks?**
- > **How long have you owned the property?**
- > **What improvements have you made in the past 5-10 years?**
- > **Did you do those yourself or hire them out? What was the approximate cost?**
- > **Who else are you talking to about the sale of your home?**
- > **What are your major concerns in considering this move?**
- > **What is most important to you regarding the sale of your home?**
- > **What price did you have in mind?**
- > **Have you seen comparables of your home?**

Expired Listing Campaign

Don't just get on the phone and start calling the owners of expired listings. Make it a campaign.

1. Choose to call every "make appointments" Monday for a least a month. A three to six month campaign is best. This guarantees your success. On the other days you may make follow up calls as needed or promised.
2. You must absolutely believe you can do the job of marketing and getting the Owner's property sold as well or better than any the other Agent, particularly the one that failed the last time. Can you get their home sold? If you do not answer this question with a clear unequivocal YES, don't call owners of expired listings.
3. Establishing comfortable relatedness on every call is critical to your success on the phone. This simply means being relaxed and open. You may be lucky enough to have this ability already. It may take dozens of calls to get comfortable making these types of calls. Everyone who wishes to will gain this ability with practice and experience.
4. Focus on the homeowner's motivation to move. Consider the emotions and mentality of a person whose home was on the market for months with a REALTOR® and it failed to sell. They should be upset, frustrated, confused, and angry. The Seller is likely to have lost the thoughts and feelings of their original positive motivation to move and instead focused on the failure. Therefore, your first job after creating comfortable relatedness is to use questions to refocus the Owner on their original and continuing motivation to make a move.
5. Unless they tell you to stop calling, call until you get the listing. In nearly every case, the motivation to put a home on the market does not go away. If they tried to sell it once, they will try again. If you do not get the appointment on the first call, call again. You may call in a day or two, or you may decide to call in a week or a month.
6. Once the owner has agreed that, in fact, they do still want to sell:
 - a. Be empathetic with a touch of enthusiasm and confidence.
 - b. **Do not discuss the pricing on the phone.**

Make an appointment to see the home. There is only one goal on an expired listing call. That goal is to get an appointment to discuss the sale of the home. You are not calling to talk about why the house did not sell. You are not calling to discuss pricing or marketing. You are certainly not calling to get the listing. Although, these topics and more may come up in the conversation, it is not your focus or your purpose. You are calling for only one reason. You are calling to get into the home and in front of the Owners to conduct a listing presentation.

When considering working with Expireds

- Never solicit a listing while it is still in effect.
- Never ask an owner when the listing will expire.
- Never criticize your competitor.

Expired Owner Script

Focus on the Owners and their plan to move!

"Hi, this _____ with _____. How are you?" (Listen for receptiveness and attitude.)

"Can I talk with you for a minute?"

(They respond, no,) **"Ok, thank you for your time"** (Get off the phone, if they continue to talk, be patient, listen carefully, and let them finish.)

They respond, "Yes" **"I am calling about your house. I noticed it is no longer on the market with (other company). Did it sell?"**

"Are you taking it off the market or are you still planning to make a move?"

(They respond, "Yes") **"I don't call every house that doesn't sell. I look for the ones that really should have sold and didn't. I've been to your home (if you have) (or if you haven't) from the information I have it seem as if your house should have sold.**

"I specialize in this exact situation where a homeowner really does want to move and they have a house that should have sold and it didn't. It sounds like you are in that situation. Are you?"

(Pause and allow them to respond. If they are listening, comfortable and responding skip the *** immediately below. If they are challenging and tense then go to the next page as instructed.)

***** (see next page: Expired Owner Objections and Responses)**

Slow down as you ask this last question. It is important that they understand the words and your intention to get together is to help them succeed.

"Let's do this. Let's get together and do a couple things. (I don't bite. I promise.) We will identify exactly what can be done to guarantee that it will sell the next time you put it on the market. So that if you want to, you can complete your plans, whether that is next week or next year. If we hit it off, and I think we will; and only if you want to, we can talk about putting it on the market sooner rather than later. How does that sound?"

"Are you free on _____?"

A key to your successful expired listing campaign is to stay in touch until they sell with you or some other Agent. Nearly every time their original motivation will rekindle and they will put their property back on the market within twelve months; usually a lot sooner. You will be the Agent they choose if you stay positive, stay confident, and stay in touch.

Stay Positive
Stay Confident
Stay in Touch

Old Expired Campaign

An old expired is any expired listing older than a week. When starting an expired campaign you need to do an MLS search within your Farm Area. Search all statuses (active, pending, expired, withdrawn and sold)

Select the expired properties that do not show later as active, pending or sold.

Script

“We are doing some research in (their neighborhood or area) and we noticed your home was on the market back in (month or time frame).”

(Allow the seller to say whatever they have to say, listen and be empathetic.)

“May I ask you a question about that?”

“If your house had sold, where were you going to move?”

(If they are vague) ***“Were you going to stay in the area or move out of town?”***

(If you have good rapport ask this question. You decide whether to ask it or skip to the next question.)

“May I ask, why you were planning to make that move?”

(They respond) ***“If the house were to sell now for the price you want would you still make that move?”***

This part is important. If they have paid attention to this point the next statement will get you a listing appointment.

“I specializes in this area and make it a point to know about every home that has been on the market recently.”

(Pause and allow them to respond and ask for the appointment.)

Expired Owner Objections & Responses

Script Recommendations from Agents with successful Expired Campaigns.

*** (See previous page for where these questions may fit in.)

“May I ask, if your house had sold at a price that you were happy with, where were you going to move?” (If they are vague) ***“Were you going to stay in the area or move out of town?”*** (They respond) (Decide whether to ask the next question or skip it.)

“May I ask why you were planning to make that move?”

(They respond) ***“If I had a Buyer right now that wanted to buy your home at a price that was acceptable to you, I am not saying I do but if I did, would you still sell?”***

So, why do you think your house didn't sell?” (Emphasis on you)

(Depending on the response you could follow up with the following.) ***“What do you think the Agent you were working with did that you liked and what do you think they should have done better or didn't do at all.”***

After you introduce yourself..

“Have you had many calls from other agents?”

(If yes) ***“Typically, that is because you have a desirable house in a desirable neighborhood that should sell.”***

(If no) ***“Wow that is surprising since it appears you have a very desirable home.”***

We are re-signing with our present Agent

“Have you already signed an agreement to continue?” (They respond.)

(If not) ***“Have you given any thought to interviewing some fresh faces?”***

Since that Agent wasn't able to sell the home the first time there may be some new ideas you want to consider, even if you use them with your present Agent. Is that something you would like to hear about?”

(If yes, make the appointment.)

You are the tenth agent to call

“That's a really good sign. Because it indicates that your house should have sold.”

“I specialize in this exact situation where a desirable home in a desirable location should have sold and didn't because I specialize in discovering why it didn't.”

“I'd like to take a look at your house and identify exactly what occurred so you could have complete confidence that if you sincerely want your property sold now or anytime in the future it will happen.”

“Would it be important to you to know so that the next time you're able to get the house sold and make this move?”

Expired Owner Objections

(continued)

Why didn't you sell it when it was on the market?

"Great question, two reasons, first I always show my Buyers, my listings first, then I look to our office's listings and only if we don't find something there do I show other Agent's listings. So, once you are listed with me you'll be my highest priority."

"Second, I didn't notice your home for sale while it was on the market. That is a problem with the marketing by your previous agent. I can guarantee you, that won't happen while I am working on it." (Close for the appointment.)

Or ***"You may remember that I did show your home to buyers on (date). I understand exactly what it will take to get it sold for the highest price."***

"It sounds like you still want to sell and make the move you had planned, do you?"

"Great, let's get together, are you available on..."

We didn't have any Showings

"Well I can promise if you list with me you will have showings because unlike many Agents. I work to bring ALL my buyers through your house. We may get lucky and they purchase your home but more often than not they will tell other people about your home. Many Agents' don't use viral marketing as a tool." The more people that are exposed to your home the better the chances it will sell."

What will you do different that our Agent didn't, don't you all do the same thing?

or How can you guarantee you will sell my house when the other Agent couldn't?

"Well, first because I have confidence in my marketing plan. But specifically I would want to ask you a few questions about what you think your Agent did or didn't do that might have sold the home or stood in the way. Then I will show you ALL the things that I will do to sell your home. I am sure you will find that I have a very strong plan. Why don't we get together so I can ask you those questions and show you all the things I can do for you."

The following questions are often a perfect segue to the request for an appointment.

"Do you still have the market analysis that the other Agent used to advise you on how to price your home?"

"Do you have a copy of the marketing plan that the other Agent used?"

"Do you know where and how often it was advertised on the web and other media?"

"Did you think there were any gaps in the marketing efforts?"

"Did the Agent tell you what the feedback was after your home was shown?"

For Sale By Owner Campaign

Don't just get on the phone and start calling For Sale By Owners. Make it a campaign.

1. Choose to call every "make appointments" Monday for a least a month. A three to six month campaign is best. This guarantees your success. On the other days you may make follow up calls as needed or promised.
2. You must absolutely believe you can do the job of marketing and getting the Owner's property sold as well or better than any the other Agent, particularly the Owner him/herself. Can you get their home sold? If you do not answer this question with a clear unequivocal YES, don't call For Sale By Owners.
3. Establishing comfortable relatedness on every call is critical to your success on the phone. This simply means being relaxed and open. You may be lucky enough to have this ability already. It may take dozens of calls to get comfortable making these types of calls. Everyone who wishes to will gain this ability with practice and experience.
4. Consistent success with For Sale By Owners often requires a longer-term relationship.
5. A For Sale By Owner will not want to speak about listing with anyone until they have gotten past the initial enthusiasm and false sense of confidence that occurs when any human being begins a new venture. During this initial phase your chances of success increase dramatically if you initiate a relationship as an advocate respecting their decision. Your chances of success decrease if you offend during this initial phase by telling them the reasons they cannot be successful or if you disrespect their decision to try it on their own.
6. Your goal on For Sale By Owner phone conversations is to get a legitimate appointment to do your listing presentation. The key here is to get the appointment legitimately. You do not want an appointment for a visit. You want an appointment to present your marketing plan.
7. The way to get this appointment with the For Sale By Owner is different initially than it is later on. Later on, the Owner is ready to discuss listing, the conversation focuses on why you can get the job done. Initially to get the appointment you want the Owner to understand and agree that you have information that may be valuable to them in selling on their own.
8. Unless they tell you to stop calling, call until the property is sold and closed. They may be rude at first simply because they expect you to be aggressive and dispassionate. As you stay in touch and you are the only Agent establish a working relationship you become the Agent of choice. Do not stop until it is clear that it is going to close. Many For Sale By Owner deals fall through between the Buyer's expressed interest, mortgage application (if they apply at all), inspections, mortgage requirements, etc. How often you call will be different for each and will change over the course of the relationship. Use your calendar to prompt you.

FSBO Appointment Script

“Hi, this is (Agent’s Name) with (Agent’s company). How are you?”

(Listen for receptiveness and attitude toward your call.)

“Can I talk to you for a minute?”

(They respond, “Yes”)

“I noticed you were selling your home on your own, is your house still for sale or did you sell it already?”

(If they say that they sold it, clarify where they are in the sale process.)

“Have you had many calls from other Real Estate Agents?” (Be patient, listen carefully, and let them finish.)

Go slowly and listen carefully as you ask these next questions.

(If yes) ***“Have you gotten any information from them that has been helpful to you?”***

(If no) ***“That’s never surprising to me. I specialize in this situation, helping owners who are selling their own home. Many get more money or sell more quickly with my help. Others eventually decide to use an Agent and they choose me because of the help I have given them. Does that make sense?”***

Can I tell you how I help them?

You see I go over all the things we as Real Estate Agents with (company name) do to sell a home and many of those things you can do on your own.

Every owner, like you, selling their own house that I speak with gets a bunch of new ideas making their efforts more effective. Would it be helpful to go over all that stuff? I promise I’ll show you all kinds of ideas that work for you.

Could we get together on _____?”

For Sale By Owner Objections & Responses

Recommendations from Agents with successful For Sale By Owner Campaigns.

They ask

“Do you have a buyer?”

Answer,

“I don’t know because I don’t know very much about your house yet.”

“How much are you asking?”

“When do you want to give possession?” Etc.

This script can be used when a Seller has been getting a lot of inquiries and feel they will sell their home quickly.

That’s great. It sounds like you are going to sell it? How many people have come back a second time?

Do you have a copy of the paperwork that is used in this area to make the offer on your home? You are required to give the Buyer a couple of documents, property condition disclosure is one that you can be fined if you don’t provide it. You can get it from your attorney or I can go over a copy with you if you like. Would that be helpful to you?

After you introduce yourself..

“Have you had many calls from other agents?”

(If yes) ***“Typically, that is because you have a desirable house in a desirable neighborhood that should sell.”***

(If no) ***“Wow that is surprising since it appears you have a very desirable home.”***

We have already chosen an Agent if we decide to list it.

“Have you already signed an agreement?” (They respond.)

(If not) ***“Have you given any thought to interviewing other companies?”***

There are so many ways to market a house and get a better price these days that you might want to look at what others can do even just to share it with the Agent that you have already chosen. Is that something you would like to hear about?”

(If yes, make the appointment.)