

## FOR SALE BY OWNER

### 3/19/20 FSBO Bootcamp

- Knock On The Front Door And Smile
  - *Hi, my name is \_\_\_\_\_ with RE/MAX Right Choice and I noticed your home is for sale. Would you mind if I came in, use the home and took some room measurements so I can add it to my for sale by owner inventory?*
- “What Is That?” (Opportunity to differentiate)
  - *I have a process that I use with all of my buyers are we uncover the criteria for the perfect home. I take that criteria and match it to homes in both the MLS and my FSBO inventory to make sure the buyers who work with me get the home they want and, more importantly, what the home they get: so what do you say, would you like preferred exposure to a focus group of buyers?*
- “Do You Have Any Buyers Now?”
  - *I'm currently working with buyers and receive calls on a daily basis. However, I need to be the house and take some room measurements so I can match your home to the criteria if each of my buyers. (Demonstrates you are intentional and proactive)*
- “We Don’t Want To Work With A Realtor”
  - *I appreciate that, and understand your concern! The reason for my visit today is not to list your home. I would simply like the opportunity to help you sell it. All I want to do is come in, view the home and take a few measurements. No pressure and no pitch! Come on, what do you have to lose?(Power phrase)*
- Over The Phone
  - *Hi, my name is \_\_\_\_\_ with RE/MAX Right Choice and I noticed your home is for sale. Would you mind if I made an appointment to come and view the home so I can add it to my For Sale By Owner Inventory!*
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