

## **Prospecting FSBO Listings**

**Understanding the FSBO Mindset** – Almost every FSBO is selling on their own because they believe that they will sell their property for the same price as a Realtor and can't justify the commission.

Within the FSBO universe there are two distinct types of FSBO and it is important to know the difference:

- Testing out selling their home on their own, believe it to be easy but after time, began to question if it was the correct decision. This is the group that potentially will give listing to an agent
- Has had a bad experience with an agent previously and lumps all agents in the same category and or extremely cost conscious to their own detriment. This group will never engage a listing agent or work with a buyers agent.

When you are chatting with the FSBO quickly try to determine which type of FSBO you are dealing with so as not to waste time with the 2nd group.

### **Where You Can Find FSBO's**

- Craig's List
- Zillow (FSBO)
- Other FSBO Web Sites – Google FSBO and see what sites come up
- Yard Signs

### **Marketing Avenues Available to FSBO's**

- Yard Sign – 1% Exposure
- Yard Sign, Plus Craig's List – 3% Exposure
- Yard Sign, Plus Craig's List, Plus Zillow 40% Exposure
- Yard Sign, Plus Craig's List, Plus Zillow, Plus MLS (Limited Service Listing) – 100% Exposure

Understanding how the FSBO is exposing their property to the market is important so that you can explain how you will help them gain more exposure.

A yard sign gives the FSBO almost no market exposure, while a yard sign, Craig's List post, Zillow post and on the MLS as a limited service listing gives the FSBO as much exposure as you the agent will provide them.



## **Prospecting**

### **FSBO Listings Continued**

Please remember exposure is different than how they are marketing the property so even if they have the property on MLS you can still improve on their marketing:

**Photography** – 98% of home buyers search online and if the photography of the home is weak the FSBO is at a big disadvantage. You will fix this by using a professional photographer who has a wide angle lens and who has HDR software to enhance the photos.

**Write up/Remarks** – The remarks are not well written, did not focus on the main, most important features of the home or were disconnected from the photography. Kitchens and baths sell homes. The remarks along with the photos must entice the buyer to come look at the property.

**Internet Marketing** – The limited service brokerage they used to put the listing on the MLS does not have proper procedures for distributing the property out to the internet therefore the property did not get the proper exposure

**Open Houses** – The seller does not conduct open houses or does so very infrequently. Potential buyers who did not have an agent did not have access to the property and therefore never viewed it. We love open houses at Dalton Wade!

**Social Media** – The seller does not utilize Social Media (Facebook) to introduce the home and promote Open Houses. Because of this, potential buyers do not know the home is for sale.

### **Phone Call Script #1**

When speaking with an FSBO you have very limited time to communicate that you will put more money in their pocket at closing than they will on their own!

Hi, this is **Tom Brady with Dalton Wade Real Estate Group** I saw that you were attempting to sell your home For Sale By Owner.

Do you currently have your home **on the MLS** (you might have wanted to check this prior to the call).



## **Prospecting FSBO Listings Continued**

If no –

Dalton Wade will place your home on the MLS, on all the top web sites including Zillow, Realtor.com Trulia.com, in fact your home will be on every web site with a data feed from MLS.

We will professionally photograph your home, conduct open houses every weekend, promote your home via Social Media (Facebook) coordinate all the showing and provide you with feedback. When the house goes under agreement we will negotiate hard on your behalf to get you the most money possible. We will help you work through the home inspection process and be there with you to closing.

In summary we get you more \$\$\$ at closing than you would on your own.

Because that is what really matters getting more money at closing.....plus I will do all the work!

Would you be interested in hearing what it costs.....??

The higher the commission you charge the harder it is to convince the FSBO to work with you.

Would you be interested in having me come by and took a look at your home and explain in more detail how we will work together?

## **Phone Call Script #2**

When speaking with an FSBO you have very limited time to communicate that you will put more money in their pocket at closing than they will on their own!

Hi, this is **Tom Brady with Dalton Wade Real Estate Group** I saw that you were attempting to sell your home For Sale By Owner and was wondering if you are open to paying a buyer's agent?

If yes than explain to them for not much more in commission you will list their home and then move to:



## Prospecting FSBO Listings Continued

Do you currently have your **home on the MLS** (you might have wanted to check this prior to the call).

If no -

Dalton Wade will place your home on the MLS, on all the top web sites including Zillow, Realtor.com Trulia.com, in fact your home will be on every web site with a data feed from MLS.

We will professionally photograph your home, conduct open houses every weekend, promote your home via Social Media (Facebook) coordinate all the showing and provide you with feedback. When the house goes under agreement we will negotiate hard on your behalf to get you the most money possible. We will help you work through the home inspection process and be there with you to closing.

In summary we get you more \$\$\$ at closing than you would on your own.

Because that is what really matters getting more money at closing.....plus I will do all the work!

Would you be interested in hearing what it costs.....??

The higher the commission you charge the harder it is to convince the FSBO to work with you.

Would you be interested in having me come by and took a look at your home and explain in more detail how we will work together?

## **Prospecting**

### **FSBO Listings Continued**

#### **A Few More Things to Consider**

- FSBO's are bombarded by agent calls and you need to set yourself apart from the crowd. Remember they are selling FSBO to save money so you need to appeal to their frugality by potentially lowering what you charge (hopefully you make it up on the backend by meeting some buyers via the listing)
- If they are willing to pay a buyer's agent 3% then for 4% you can list the home (2.5% to buyer's agent 1.5% listing side) you will not receive one less showing.
- Getting an appointment on the first call is nice but not completely necessary. If they do not want to schedule a time now, ask when you can call back to see how they are doing. Most sellers will appreciate your follow up and it tells them you have good follow up skills.
- Enter the seller lead in Boomtown (or your CRM) and set a follow up. If the sellers call me in a month, call in three weeks. Timing is extremely important!

#### **Other Resources**

To further supplement your efforts YouTube has some great FSBO listing videos. Just search under FSBO Real Estate Agent

The Red X [www.theredx.com](http://www.theredx.com) and Espresso Agent <https://espressoagent.com/> supply phone numbers for FSBO's and make the calling process easier and more efficient!