

“ **FOR SALE BY OWNERS - A FEW NOTES** ”



QUALIFY THE HOME AND THE SELLER **TO SEE IF IT FITS YOUR CRITERIA...**

- Title Search
- Tax Assessment
- OLD Listing
- Research for comps etc. (Limited CMA)



CONTACT POINTS

These are not in any specific order, but logic will prevail based on your quality of contact

- Drop off a NOTE
- Drop off an OPEN HOUSE invite
- Phone call.
- Drop off or email a package of homes that sold while they were listed for sale.
- Invite to Open House in the area, if applicable
- IF you were able to speak to them and learn where they would go after selling, then get a package of potential homes and research for them either by email or package.



MINI GOALS AND IDEAS, FOR EXPIRIED LISTINGS **THAT MEET YOUR CRITERIA**

- Establish NEED
- Establish MOTIVATION
- Establish TIMELINE
- Establish are they NOW - NEVER or LATER
- View the home, meet the owner
- Be different and earn their trust
- Figure out if there is something that you can help them with.
- Be there next choice when they do decide to Sell.
- Put them on an information drip. Keep in touch.

HOW TO FIND FOR SALE BY OWNERS?

FSBO Websites • Craigslist • Kijiji • FACEBOOK or Instagram GROUPS
Classified – yes still!. • Drive Around your neighborhood and look for signs

FSBO - Letter

IT'S POSSIBLE THAT I HAVE A BUYER FOR YOUR HOME!

Dear _____,

Just dropping off a note to let you know that I am working in the neighborhood and I noticed that your house is For Sale. I make it my business to view all homes for sale in this neighborhood. I enjoy working with Buyers in this neighborhood, so I guess that would make sense.

I would love an opportunity to quickly view your home so that I can promote it to some of the Buyers that I am helping to find homes. Who knows, your home may fit their needs!

I am not looking for a listing right now, necessarily, but I am open to chat about that if you like.

For now, I would love the chance to see your place, so that I can determine if it may be a good fit for one of my Buyers.

I hope you are having a great night.

Contact me anytime.

Your Neighborhood Real Estate Pro

X *Your name*

X *Company*

X *Phone*

X *Email*

X *Website*

PS: You may get a call from me in the day or so, to book a time.

FSBO - Phone Script

Ring... Ring...

Hello is this _____ ? This is _____ from _____ real estate company. Just following up on the note I left at your home the other day. Did you have a chance to read it?

Great!

↪
or
↩

No problem.

I know you are probably getting a lot of calls from Agents who want to list your home. I want to be clear and let you know, that is not necessarily my purpose. I was hoping to book a time to pop by, and simply, take a look at your house so that I can chat about your home to any of the buyers that I work with.

There is a chance it could be a good fit. Would it be ok if I found a Buyer for your home? Awesome.

Can I ask you a couple quick questions? Ok great.

Normally, when I show houses that are on the MLS system, compensation is offered, if I sell it to one of my buyers. Will you operate the same way? Does your price include compensation for a Buyer's agent?

I would just do up a fee agreement if I brought an offer anyway. I just wanted to check what your expectation is. Ok thanks for that.

The second thing I wanted to understand is, just in case I have a Buyer, let's say, I brought you an offer today, what is your plan once you sell the home? Oh really. Ok.

So, your plan is to: downsize / upgrade to / move to / _____ ? That's exciting!

Have you done any research on that? Ok. Do you have anyone helping you with that? Interesting. Ok.

What kind of timeline is preferable to get you to _____ ?

Wow!

↪
or
↩

Ok. That makes sense.

Ok, this is great. I'm looking forward to meeting you and viewing your home. I hope I can find a way to help you make a move to _____ hopefully by _____ (timeline). You never know, your home may be perfect for one of my Buyers.

When is a good day for me to come and visit? Which part of the day is best for you? Morning, Afternoons, or Evening? Ok. I have _____ (day) available between _____ and _____ or _____ (day) between _____ and _____. Which works best for you. I only need 15 minutes tops.

Ok great. I am excited to meet you and see your home. See you on _____ at _____ (time). I'll be there on time. Can you do me a favour? If something pops up that conflicts with our appointment, then feel free to give me a call or a text and let me know and we can just re-book. Sound ok? Tell you what, I will send you an email with all of my contact info on it. What's the best email for you? Ok great. (check spelling) If I don't hear from you, I will be there. See you then. Bye for now.

FSBO - After Meeting Phone Call Follow-up

Ring... Ring...

Hello is this _____? This is _____ from _____ real estate company calling. How are you? Hey, it was great meeting you the other day. I enjoyed our time together. I think you have a nice place there. I really liked _____ and the _____. (things that you liked about the home)

As I mentioned, I will see what I can do to bring a buyer, to help get you moved to _____, so that you will / so that you can / to help you _____ (Lifestyle change of some sort). You were hoping to make that happen by _____, is that correct?

You've been for sale since _____, do I remember that right? Hmmm. Ok.

Hey _____, (name) Remember, I promised to do a little research on market activity in the area after I saw your home. Well I did do that.

X Option 1

It turns out that I think that your price goal is pretty close to what you are hoping to get for your home. So that seems to be in line with what Buyers are paying.

- a. The truth is, unfortunately, you might be missing out on reaching your Buyer. This is just a thought, but maybe it wouldn't hurt, to get it on the MLS system to get it in front of more Buyers; and more Buyers agents, who are searching for their Buyers. If you would net the same money anyway or at least close to it, it may be worth it for you. I think there is a chance that you are missing out on those Buyers. Most Real Estate Agents don't go the extra mile for their Buyers, like me. Would you be open to that? (listen to answer) Ok makes sense. I was just thinking about how you want to get to _____ by _____. And after meeting you, I want to help get you there, if I can.
- a. I would really love to help you out. But I understand if you want to continue on your own. Have you had any more showings since we last met? (listen to answer) Oh. Interesting.
- a. What do you think the stumbling block is? What's the feedback from the showings so far? - OFFER a way to overcome if you can.
- b. I'll email you the research if you like or drop off a package for you in the next day or so.

X Option 2

- a. I'll send this information to you for sure. Maybe check your email to make sure it gets to you. I'll send you a text after I send it to you to trigger you to look for it. Sound ok? Super.
- b. I sent this to your email already. Did you get it? (listen to answer)

Ok great!



After you get a chance to look at it, let me know if you want to chat about it. More than happy to do that. Remember, I have seen every single home in this market area so we can break down those comparables if you like.

(You may want to skip to "CONCLUSION SCRIPT" here. Or move into "SENSE of URGENCY". You have nothing to lose here.)

X Option 3

I gotta be honest, I think that you may be a little aggressive in your pricing.

(ANSWER from FSBO – “Oh well people know they can make an offer”)

Yes, I totally understand that, BUT, the truth is, it's a little confusing for people. The question is, who is benefiting in the sale of a For Sale by Owner. People are already thinking that you are trying to save the real estate commission, so they conclude that you are pretty solid on your price. So, what happens is, they look at your price and compare to other listings based on where it's at now. The idea, that you may consider negotiating, doesn't really enter their mind. Make sense? The reason they would consider buying from an owner directly, is if they feel like they are getting some sort of discount, because you are not paying commission. I don't think that it's your goal to sell at a discount because you want to save the money, right? See the struggle there? Buyers, have access to a lot of information now and most Buyers are working with Real Estate Agents so they are pretty “market aware”. More so than ever. There are a lot of choices in this price point and a savvy buyer will do his homework. Just something to think about. Does that make sense? Now Listen

You know _____, the purpose of my call is NOT to, try to, talk you into anything. I just wanted to let you know the truth. If you want to make a plan, to do something, I find that in order for me, to make a plan, I need to have information. My goal is to give you information that you can rely upon in order to make a great decision. I hope you find this information helpful.

SENSE of URGENCY - Afterthought

You know _____ (name) I got to thinking about you a bit, I was just kind of feeling that sense of urgency to help get you to _____ by _____.

Here's why...

You will see in the research, that I sent you / dropped off, that the average house is selling in _____ days and people don't move on that exact day. Normally about 30 to 60 days from that date. So if you were to sell next week, for example, (or else) add another 2 weeks for conditions to be satisfied, then completion and possession about, let's say, 45 days later.... Does that make sense? We are already 2 to 2 ½ months down the road. You were saying you wanted to be in _____ by _____? Correct?

CONCLUSION Script

Anyway, I'll let you go for now. Let me know if you want to sit and chat about what I do to help people get to the ultimate goal of selling their homes. I focus a little differently, and the truth is, I only focus on this segment of the market. I think that I could really help get you to _____ close to the timeline that you are hoping for. It may be tight, but there is a chance. Love to talk to you about it sometime. For now, I will really try and bring a buyer to you now that I understand your situation a bit more.

As always, if you have any questions or want to chat some more, just shoot me a text or call anytime.

Bye for now.

FSBO Letter/Script - After all contacts have been made, or they have expressed that they do not want to list.

They are in your target market area and have a home that fits with that target market.

Letter script or Phone script

I have an idea

Just a quick note to you for allowing me to visit you at your home. I understand that you want to continue to market your home yourself. That's fine.

As promised, I will continue to try to talk to my Buyer's about your home.

I do have a simple proposal for you, if you are open to a new idea.

Would you be open to, allowing me, to do an open house at your property in about 2 to 3 weeks or so? I have no other expectation other than to get you a Buyer.

If I attract the Buyer who ends up Buying your home, I would expect to be compensated for just the "Buyer Side" of commission that's all. You keep the listing side. Sound Fair?

It was just an idea. I think that your house can sell if it is exposed to attract the right buyer.

Let me know if you would entertain that idea.

That's it for now. Take care and have a great day!

- X** Your name
- X** Company
- X** Phone
- X** Email
- X** Website