

Script for Contacting (FSBOs) Sellers

Overview: When contacting a seller of a property ensure you have good listening skills. Ask probing questions and give the seller plenty of time to answer the question. As they say, read between the lines. Based on a seller's comments you should be able to sense their motivation as well as other important points. If you are not sure, just ask. Always remember to be friendly, polite and have compassion when necessary. In most cases you are calling about a property but for the seller this can be emotional because they are selling more than a property, in most cases it is their home. Try to establish rapport with the seller. People like doing business with people they like and can relate to. Getting their email at the end of the conversation is critical. You can send a thank you, offer or even an open door to contact you if they become more flexible with their price or terms.

Example Call

Buyer: Good Afternoon, I was calling about your property for sale at 123 Main Street.

Seller: Yes, how can I help you?

Buyer: Can you tell me a little bit about the property such as the number of bedrooms baths, etc.?

Seller: Sure, it is a 3 bedroom 2 bath home with a full unfinished basement, fenced yard and a 2 car garage.

Buyer: That sounds very nice would you happen to know the square footage and current property taxes?

Seller: Yes, the home is 1,725 sq feet and the property taxes are around \$4,000 annually.

Buyer: Have you made any recent improvements to the home?

Seller: Yes, just last year we installed a brick patio with a privacy fence. We also updated the carpet through-out the home. The roof, central air and furnace are original.

Buyer: Are there any repairs that need to be made to the home?

Seller: No, everything is in good condition and we have made minor repairs when necessary.

Buyer: It sounds like a spacious home, what feature do you like best about the home?

Seller: I like the fact that it has a double lot with plenty of room to run around for the grandkids

Buyer: Is there anything you do not like about the home or the neighborhood?

Seller: Yes, the city just rezoned our street to be for commercial and residential use. There are several homes that have been converted to small businesses.

Buyer: Are there any property tax exemptions filed with the county treasurer?

Seller: Yes, just the state homestead exemption, we don't have a mortgage because the property is owned free and clear.

Buyer: It sounds like you have a very nice home; can you tell me how long you have had the home on the market?

Seller: Yes, the home has been listed for around 30 days, if we don't sell it in the next few weeks we will probably list it with a realtor.

Buyer: It sounds like a great home; can you tell me why you decided to sell it?

Seller: Yes, my wife and I had the home built about 10 years ago and it is too large for us now. We want to get something smaller and relocate to a warmer climate. We already purchased a condo so we hope to sell the home as soon as possible.

Buyer: May I ask how much you're asking for the home?

Seller: We have it listed for \$175,000.

Buyer: Are you flexible on your price or terms?

Seller: Yes, we are.

Buyer: If I could offer all cash and close quickly and purchase the property in "as-is" condition what would be the lowest price you would be willing to accept for your property?

Seller: If you could close quickly we would be flexible. As to the lowest price, just make us an offer.

Buyer: Can I get an email and secondary number (either cell phone number or office phone) to contact you with further questions or to schedule a future appointment to view the home?

Seller: Sure, my email address is johnsmith@yahoo.com and my cell phone is (555) 123-5555

Buyer: Thank you for your time. I look forward to speaking with you in the future, have a nice day. Good bye.

Seller: Thank you, good bye.