



SCRIPT

## For Sale By Owner & Make Me Move Listings

**PREMIERAGENT**  
The power of  Zillow and  trulia

When you're looking for ways to increase your inventory and wonder about cold calling, don't lump For Sale By Owner (FSBO) and Zillow Make Me Move® listings into that category.

Why? Because these homeowners are telling you outright that they want to sell. You already have a head start the moment they set a price and post it. It's up to you to discover how motivated they are to sell—and then leverage that knowledge to benefit you both.

When you pick up the phone to call FSBO and Make Me Move homeowners, the goal is to get a listing appointment. Knowing how to introduce yourself and keep the conversation going in a way that demonstrates your expertise—while avoiding a hard sell—can help you get closer to that goal.



# For Sale By Owner

## Introducing yourself

**Agent:** Hi, this is *[your name]* from *[your brokerage]* and I'm calling about the home that's for sale. Are you the owner?

**Seller:** Yes, I am.

**Agent:** Nice to meet you. I like to talk with the For Sale by Owner sellers in my neighborhood and ask about their process; I'd love to get your input as well. When you sell this home, where do you plan to move?

**Seller:** *[Gives locale]*

**Agent:** That sounds great. What's your target date for moving?

**Seller:** *[Gives date]*

**Agent:** Terrific. What's driving that timeline?

**Seller:** *[Gives reason]*

**Agent:** Great. What methods are you using to market your home?

**Seller:** *[Lists methods]*

**Agent:** Excellent. What are your options if your home doesn't sell by *[target date]*?

**Seller:** *[Offers plan B]*

**Agent:** Neat. Have you claimed your home or updated it on any real estate sites like Zillow, or mentioned it on your social media pages?

**Seller:** *[Responds]*

**Agent:** Okay. What was your methodology for establishing your list price?

**Seller:** *[Explains]*

**Agent:** Sounds like you really did your homework!

## Qualifying the seller

**Agent:** When you investigated real estate agents before you listed your home yourself, what was your top concern about using an agent to help you sell?

**Seller:** *[Lists concerns]*

## Homeowner dislikes the idea of paying a commission

**Agent:** Do you know the typical rates agents charge in your area?

**Seller:** Yeah: Too much! *or* Nah, I don't really know—just more than I think they deserve.

### Response 1

**Agent:** Okay. If I may, I'd like to explain how my commission is split up. My rate is 3 percent, so if I had a dollar for each percentage point, one would go to my broker, one to the marketing costs and the last one would go to me, so reducing or omitting my commission just isn't an option.

### Response 2

**Agent:** Ah, I understand why you might think that. I won't cut my commission and here's why: If an agent is willing to discount their value at the get-go, then how can you trust that they won't discount the price of your home when negotiating?

### Response 3

**Agent:** Okay. I won't cut my commission for one simple reason: If I discounted my commission, I would have to cut back on my efforts to sell your home quickly and for the most amount of money—and that's not how I work. I only work with clients who want the complete selling experience, but I can certainly refer you to an agent who offers less service.

**Agent:** What timeline have you given yourself before you would consider meeting with a prospective real estate agent?

**Seller:** *[Gives timeline]*

**Agent:** What would have to happen for you to consider hiring a real estate agent to take the sale the rest of the way?

**Seller:** *[Responds]*

**Agent:** If you were to list with an agent, who would it be?

**Seller:** *[Responds with name]*

**Agent:** Fantastic. What impressed you about that person?

**Seller:** *[Gives reason]*

## Getting the appointment

**Agent:** Wonderful! If I could prove to you that I'm more effective than *[agent name]*, would you be willing to pay me a \_\_\_\_\_ percent commission when I bring you a buyer?

**Seller:** *[Responds]*

**Agent:** Okay. I'd like to get together with you for 15 minutes to show you how I work differently from other agents. If what I tell you doesn't resonate, I wouldn't expect you to sign with me. Does this evening at 6:00 p.m. work for you, or would tomorrow morning at 9:00 a.m. be better?



## Make Me Move

### Introducing yourself

**Agent:** Hi, this is *[your name]* from *[your brokerage]* and I'm calling about the home I saw listed on Zillow as Make Me Move. Are you the owner?

**Seller:** Yes, I am.

**Agent:** Nice to meet you. What made you decide to put a Make Me Move price on your home?

**Seller:** *[Gives reason]*

**Agent:** Great. What was your methodology for establishing your list price?

**Seller:** *[Explains]*

**Agent:** Sounds like you really put some research into it! What's your target date for moving?

**Seller:** *[Gives date]*

**Agent:** Terrific. What's driving that timeline?

**Seller:** *[Gives reason]*

**Agent:** I see. Have you had any offers yet?

**Seller:** Yes or No

**Agent:** Okay. What would have to happen for you to accept an offer—does it come down to getting the price you posted or is there a life event you're waiting for?

**Seller:** *[Gives deciding factor]*

## Getting the appointment

**Agent:** I'm intrigued that your home hasn't sold yet. I'm a real estate agent and I've sold \_\_\_\_\_ homes this year. I'm averaging \_\_\_\_\_ percent above list price and \_\_\_\_\_ days on market.

I'd like to schedule a time to stop by your home and see what it can offer my buyers—and what it might take to sell it. Does this evening at 6:00 p.m. work for you, or would tomorrow morning at 9:00 a.m. be better?

## Homeowner still doesn't sound serious enough to proceed

**Agent:** Well, I enjoyed speaking with you—thank you—and don't want to take up any more of your time today. Would it be okay with you if I check in next month to see how it's going? I like keeping a pulse on my local market.

## Summary

Prospecting a neighborhood doesn't always have to be about making cold calls. FSBO sellers and Make Me Move homeowners have already indicated they want to move, but haven't had the right opportunity. As their local real estate expert, you can help create that opportunity in the timeline they need and at a price they want.

Learn more

For information about advertising on Zillow and Trulia, visit <https://premieragent.zillow.com/pa/> or call 888-561-0321.