

Sample Script When Contacting a For Sale By Owner

(Mr./Ms. Prospect), this is (your name) from (name of agency). I noticed that you are selling your home and I wanted to support you and your decision to sell it as a For Sale By Owner.

I offer to several For Sale By Owners an affordable, state-of-the-art sales tool that many realtors, including myself, have been using for their clients. It's called a Drive-By Broadcaster[®].

(Mr./Ms. Prospect), Is selling your home as fast as possible and for top-dollar important to you? (Almost everyone will say yes so you don't necessarily have to wait for a reply)

This is how a Drive-By Broadcaster[®] works. Place a sign on your front lawn where drivers will see it and instruct them to tune their car's FM Radio to a specific station. When they do, the Drive-By Broadcaster[®] will be sending a message about your home and all the features you would want them to know. Since the broadcaster easily fits in just one hand it takes up almost no space in your home. Do you know why this system works so well?

(PAUSE – then continue regardless of response)

Because it's so effective *(Mr./Ms. Prospect)!*

With it broadcasting 24/7 it's like having someone on your front lawn greeting every prospect that drives up. Not only will they hear all the details you know are most important but it also will help you stand out from the crowd of others homes they look at. It's a double edged sword!

I'll provide the sign and the transmitter to put you "on the air." And, I don't get one cent of commission if you sell the house. All I ask is a rental fee of only *(\$2.00 a day)* and you know what the best thing is?

It's GUARANTEED! Because IF . . . you don't sell it yourself and decide to list with me, I'll refund your entire rental fee by taking it off my commission when the house is sold.

When would be a good time to stop by and show you the Drive-By Broadcaster[®] and yard sign?

(IF NO, THANK AND CLOSE)

(IF YES, MAKE THE APPOINTMENT)