



12 FSBO Closes

1. What I'd like to do is to take 25 minutes ... to show you what you will realistically net at closing ... and let you decide ... so that you can move on ... and make the best decision for you and your family. Would the first part of the week be better? Before 5:00 ... or after?
2. Selling your home yourself creates the need for us to get together. Let's see how I can benefit you ... and let's get together on ____ at ____.
3. _____, many times people feel nervous just before they set an appointment with me ... then they see that it benefits them ... so it's normal ... let's get together on _____ at _____.
4. Selling your home yourself, _____ is hard work. That's why you'll want to ... see me soon ... about getting it sold. Let's ... set an appointment ... so I can help you. How about _____?
5. Having your home on the market by owner for _____ weeks now ... forces you to see why you should make an appointment with me to list your home. When would be better for you _____ or _____?
6. _____, let me ask you a question ... and please be honest, okay? Great! If I sold your home in the next 30 days ... and will net what you need to ... in order to move on ... would that pose a problem for you? Terrific! In that case, doesn't it make sense for us to meet ... say on _____?
7. _____, when you hire me ... I know that you'll feel comfortable ... that I will sell your house ... and get you the highest fair-market price ... and peace of mind. Isn't that what you want? Let's get started this _____ at _____!

YOUR COACHING MATTERS



"Success is doing what you said you'd do consistently, with Clarity, Focus, Ease and Grace" -Maria Nemeth

8. When I come out on _____ ... and you feel comfortable hiring me ... will you be in a position to ... list your home with me? Great!
How does _____ work for you?
9. _____, my presentation takes no more than 25 minutes ... and I can show you the benefits of working with me ... for you and your family. What time on _____ will work best for your schedule?
10. That's exactly why you need to meet with me! Can I explain?
11. If your home was (worth less, unsold in 3 months) would you be more likely to stay in it, lower the price, or give it back to the bank? If stay in it – great – add to your COI list. If lower the price close with in our downward moving market it makes sense to sell sooner rather than later – when could we get together. Give it back to the bank – have you thought about a short sale?
12. I respect that you prefer to sell privately, I really do but what is more important ... selling on your own or netting the most money? That's exactly why we need to get together.