

For Sale By Owners Phone Script

Hello, I'm {name} from {brokerage}. I'm looking for the homeowner of {address}. I'd like to know if the home is still available?

Yes.

Awesome! I was wondering, how much are you asking for the house and what's your target sell date?

\$250,000 by March 1

Okay. Would you be interested if I show you how I can sell your home for more than the asking price by your target date?

No, I don't want to use an agent.

I see, but do you mind me asking why you decided to sell your home without an agent?

I want to keep the money for myself.

I totally understand. Actually, most of the For Sale By Owner clients I've worked with said the same thing. If you'll give me the chance to show you my strategies in selling your house, you might change your mind. Are you available to meet on {date & time} at the property?

No, I'm not interested.

What has to happen before you consider hiring an agent to sell your home?

If it doesn't sell by my target date.

Ok. How about this? How about we schedule an appointment for me to come chat with you the day after your target sale date? If you sell it before then, perfect; we can cancel. If not, we can chat about how I can help you sell your home at or above market value within {timeframe}. How does that sound?

OK. Sounds good.

Awesome! How's {target date +1 and time}?

That works.

Great! In the meantime, if you have any questions, don't hesitate to give me a call. I can be reached at {phone number}. Talk soon!