

STRATEGIES & SCRIPTS TO CONVERT MORE FSBOs & EXPIREDS

FOR SALE BY OWNERS:

Scripts

- No one knows your home is for sale.
- How much will you save if your home isn't sold?
- You must be in sales! :)
- # showings/offers/feedback formula
- Want to know why they aren't coming back?
- Best financial interest.
- You're the boss, I'm the expert.

Strategies

- FSBOs – Perseverance is KEY.
- Sources – Zillow, local web sites, make me move
- 28 Day Plan
(Mailings, stop & drop packets, door knocking & phone calls)
- Build relationship first – do not try to list.
- Get an interview as a listing agent.
- Mailings should highlight your value proposition.
- Provide assistance and help.

EXPIRED LISTINGS

- The best, free listing leads available.
- Already sold on hiring a professional.
- The Beauty of Being #2.
- They are frustrated & probably not happy with their current broker.
- Ready to listen, lower price or make improvements to the home.
- Don't make a decision based on the last conversation with former agent.

WWW.SHERRIJOHNSON.COM • yourock@sherrijohnson.com • 844-989-2600