

**Coaching By Jackie Kravitz – Fsbo Script  
(Repeat/Approve - Sound interested)**

- I'm calling about the home for sale, is this \_\_\_\_\_?  
This is \_\_\_\_\_, I'm a Real Estate agent here in the area and I noticed that you have your home for sale and you're selling it yourself, right?
  
- I decided to give you a call today because I have helped a lot of For Sale By Owners sell their homes (or I work with a lot of buyers and sellers in the area) and I am just calling to see how things are working out for you?
  
- When you do sell this home, where will be moving to?
  
- What is your ideal time frame for getting there?
  
- I'm curious, is the commission the main reason why you decided to sell the home on your own instead of using an agent?
  
- If I can show you how I can sell this property for you and actually net you more money than if you sell it yourself, even after my commission is paid, is that something that you would be interested in looking at? I don't see how you can do that.
  
- I completely understand, if you thought that an agent could do that for you, you'd have hired one already, right? And at the same time, if there was a financial benefit for you to list with me, rather than sell it on your own, you'd probably go ahead and do it, wouldn't you?

- That's exactly why we need to meet. I have an opening at 3 o'clock or would 4 be better for you?

If you have exhausted every possibility of getting an appointment or they become a lead for you:

- Get their cell number and give them your phone number.

- I will definitely follow up with you and in the meantime, if you have any questions or if there is anything that I can help you with, please give me a call. I'll be happy to assist you in any way that I can!

- And before I let you go, can you think of anyone, maybe a friend, a relative or a co-worker who is be looking to buy or sell Real Estate anywhere in the Greater Seattle area?