

## A New Strategy for Converting More FSBO Listings

Since its release, we have already sold over 3000 copies of *Who's the Best Person to Sell My House?* This article addresses how to use this versatile tool to capture FSBO listings at a full commission.

One of the best strategies for converting FSBOs is to use what is known as an "Oh-by-the-Way Kit." The strategy is to avoid asking the seller for the listing. Instead, your goal is to earn the right to receive the seller's referral business by providing them with tools that can help them sell their property. Since 84 percent of all sellers eventually list with an agent, you want to be the agent who is there the day they decide to put their property on the market.

The Oh-by-the-Way Kit, which is included in our *Market & Prospect for Real Estate Like Crazy!* Audio CD program consists of a number of handouts and strategies that you can use to convert FSBOs into signed listings. Today's article focuses on the most powerful piece in the entire package--*Who's the Best Person to Sell Your House?* *Who's the Best Person to Sell Your House?* is an excellent tool to include as an item in your "Oh by the Way Kit."

Obtain an appointment to preview the property, preferably when the seller is not showing it to a buyer. Once you have finished walking through the property and taking notes, thank the seller for showing you their home. As you are ready to walk out the door, use the following script.

**Agent:** *"Oh by the way, would you like a copy of a Seller's guide called Who's the Best Person to Sell My House? In this guide, you will find a list of 29 key decisions all For-Sale-by-Owners must make when marketing their property. There's also a list of eleven pitfalls to avoid. Using this guide can help you obtain the highest possible price in the shortest time. I could drop off a copy at 3:00 PM tomorrow or would Thursday morning at 10:00 AM be better?"*

**Prospect:** *"Tomorrow at 3:00 PM would work, but why are you being so helpful?"*

**Agent:** *"As I mentioned to you on the phone, I will never ask you for the listing on your home. What I would like to do, however, is to earn the right to receive your referral business."*

**Prospect:** *"All right, I'll see you tomorrow at 3:00 PM."*

**Agent:** *"Thank you. I think you will find the information in "Who's the Best Person to Sell My house?" to be very helpful. I look forward to seeing you tomorrow afternoon at 3:00 PM."*

Before you give *Who's the Best Person* to any seller, be sure you have read it. The seller may ask you about the content or may use it to compare your services to those of a competitor. Offer as many of the key services listed in the guide just in case the FSBO decides it's time to list their property with an agent.

Here's a slightly different script for FSBOs who not only want to sell their own property direct, but who also want to find their new home without using a broker. You can still offer them a copy of *Who's the Best Person to Sell My House?* as a way to open the door to building a relationship.

**Agent:** *“Good morning. My name is Bernice Ross with ABC Realty. I noticed your house was listed for sale in the paper. Once you sell your home, will you be staying in our area or will you be relocating elsewhere?”*

**Prospect:** *“We'll be staying in the area.”*

**Agent:** *“Most people who sell their homes for sale by owner usually work with an agent to locate their next property because there is no additional cost. I specialize in assisting people who have sold their home for sale by owner in finding their next home. Once you sell your home, would you like assistance in locating your next home?”*

**Prospect:** *“I've been doing my own searches on the Internet. I don't need the help of an agent.”*

**Agent:** *“Mr. Seller, with your permission, I would be happy to provide you with a complimentary copy of *Who's the Best Person to Sell Your House*. In this guide, you will find a list of 29 key decisions all FSBOs must make when marketing their property. There's also a list of eleven pitfalls to avoid. Using this guide can help you obtain the highest possible price in the shortest time. I could drop off a copy at 3:00 PM tomorrow or would Thursday morning at 10:00 AM be better?”*

**Prospect:** *“Tomorrow at 3:00 PM would work, but why are you being so helpful?”*

**Agent:** *“As I mentioned to you on the phone, I will never ask you for the listing on your home. What I would like to do, however, is to earn the right to receive your referral business.”*

**Prospect:** *“All right, I'll see you tomorrow at 3:00 PM. What is your name again?”*

**Agent:** *“My name is Bernice Ross with ABC Realty. I think you will find the information in *Who's the Best Person to Sell My house?* very helpful. I look forward to seeing you tomorrow afternoon at 3:00 PM.”*

If the sellers say NO they don't want your assistance, use this script to close the call if you don't want to continue the conversation:

*Agent: "Mr. Seller, thank you for your time. I wish you the best in selling your home. Again my name is Bernice Ross of ABC Realty. Most FSBOs are testing the market to see whether they can sell without the assistance of an agent. Some want nothing to do with agents, no matter what.*

This script will give you a pretty good idea whether the FSBO may be a potential lead for future business or if the FSBO is someone who will never work with an agent. Ultimately, being of service while the seller attempts to sell without an agent and using *Who's the Best Person to Sell My House* is one of the best ways to make sure that the FSBO calls you when he or she decides to list.