



Powerful Closes for FSBO's

1. Did you choose that agent because you were 100% convinced that they could sell your home or were you just a little frustrated with the process? To make sure that you are 100% convinced you are doing the right thing ... I can come by tonight at _____ or _____?

2. Do you know how many homes the average agent sells in this area? (Four!)

Do you know what the average commission is? (\$3000)

If you made (\$12,000) a year, would you say your mindset is one of prosperity or desperation?

If you were desperate and someone offered you 3% to bring them a buyer, what would you say?

Have you had any agents agree to your offer?

Now imagine you are that desperate agent ... and you have a buyer in your car ... (who represents ? of your total income for the year) ... Are you going to bring that buyer to a unsecured property like yours ... where the potential for lawsuits is 2-3 times higher ... and you'll have to do all the work ... or would you rather bring that buyer to a secured property ... where you and another agent can work together ... to guarantee you get paid ... If you were a desperate agent ... which would you do?

I can't tell you how many times other agents have asked me to pretend to be a buyer for a For Sale By Owner they were prospecting ...

Let's set an appointment today.

3. If I can show you how I will get you 8% more money than you can ... selling it on your own ... Only a fool would pass that up ... right?

All I need is 15 minutes to show you how I do that ... Which is better for you _____ or _____?



4. Our company sold 6 properties this weekend ... How much money have you already lost in time spent? Did you know that the market is no longer appreciating? With each week you are gambling thousands of dollars as the market slides backwards ... If I could get you the price you wanted in the next thirty days ... would you list with me now? Let's set an appointment today.
5. What kind of buyers look at For Sale By Owners?

Why wouldn't a buyer just work with an agent?

Do agents have access to 99% of the homes listed for sale?

Then why wouldn't a buyer work with an agent?

Buyers that are looking at your home ... can't work with an agent ... can I explain?

Agents do their best to work with buyers that are qualified and realistic ... Can I tell you who is looking at your home?

Buyers that don't qualify for a conventional loan and are looking for a special deal to help them get into a house ... are you prepared to help finance the home for a buyer or make a special arrangement?

The second kind of buyer looking at your home is an investor ... preying on For Sale By Owners ... who are frustrated with the process ... that they can take advantage of ... to get a deal ... Have you received any ridiculous verbal low-ball offers?

Let's set an appointment today ... so I can show you how I will expose your property to buyers with the money ... and motivation ... to make a full price offer ... Let's set an appointment today.