

For Sale By Owner Script

()

Great!

Mirror/Match introduction

, I'm here (calling) about the home for sale is it still available ()

I'm ()

with CENTURY 21 Beggins, and I know you are going to try it on your own for a little while...

and I'm here to interview for the job when you are ready and that's why ... I'm curious... when's the next

time you have free to... INTERVIEW CENTURY 21 BEGGINS

for the job of getting your property sold!

Ok!

()

1. Great.

If you sold this home, where would you go next. ()

2. No Problem.

How soon do you have to be there. ()

3. How long have you been trying to sell your property OK.

on your own. ()

4. in the next 30 days, would that be OK. () Great.

If we were able to sell your home

5. Interesting!

What methods are you using for marketing your home. ()

6. OK!

How did you determine your sales price. ()

7. Are you prepared to adjust your price down Great.

when working with a buyer. ()

8. Why did you decide to sell yourself rather than to hire the best

Real Estate Company. ()

Understandable.

9. If you were to hire the best Company for

what would you expect us to do to get your property sold

Excellent!

you. ()

10. When do you think you will at least interview me and CENTURY 21 BEGGINS

for the job of selling your

Wonderful! (If NO APPT is set)

home. ()

11. What would have to happen to cause you to make the decision CENTURY

to HIRE THE BEST COMPANY

21 Beggins for the job of selling your property. ()

OK!

12. Let's do this let me show you what your house is REALLY worth in today's market and show you the tools
 that only CENTURY 21 BEGGINS has that allow us to sell 20-30 homes a day which is more than any of
 our competitors. You do expect the best _____. Of course!
 don't you. (____)
13. This way at least you REALLY... know your options and if ... it makes sense
 ... it makes sense. If it
 doesn't... it doesn't. Either way let's find out
14. The worst case scenario is you'll know what your house is REALLY going to sell for. That will be nice to
 RIGHT!
 know. (____)
15. So what would be the best time for me to come back by with today's real value, show you how much
 you would put in your pocket and interview for the job of selling your property.
16. Either you will like what I have to say and want to... hire us _____ and
 ... or you won't want to... hire us
 either one is fine. What's better for you (____) Fantastic!!!
 or (____)
17. In order to maximize the value for you and do the best job when would be a good time for me to take a look
 at your home. NOW ... since I'm here or (____) at (____)
 or (____) . Great.
 (Get Phone # and Email address)