

FSBO DIALOGUE

Step 1 Identify

*I'm calling about the house for sale.
Is the house still for sale?*

Step 2 Introduce

*Well, hi this is Darryl Davis from POWER Realty;
how are you?*

Step 3 Clarify

The reason why I'm calling is I noticed your ad (sign, etc.) & I was wondering if you're working with brokers in the sale of your property?

Yes – Is it currently listed with a broker?

No – So you are trying to sell it on your own?

Nasty Response — Is that because you want to save the commission?

Step 4 Build A Relationship

Well, I'm looking at a copy of the ad and the house sounds lovely. Did you write this ad?

Now proceed to ask rapport building questions. **First** ask questions that a buyer would ask, such as number of rooms, condition, improvements, etc. When you feel you have some rapport and they are talking more than you, go onto the **second** set of questions, which is why are they selling.

For more dialogue and/or training sessions,
call Darryl Davis Seminars at 1-800-395-3905
www.ThePowerProgram.com



Step 5 Invite Action

*Would you be offended if I just stopped by to
look at your house?*

*If I had a buyer who was willing to pay you your price and my commission, could we work together?
It is possible in some cases to do that, but first I would need to look at your house.*

