

PROSPECTING THE OLD FSBO DIALOGUE

Step 1 Identify

May I speak with _____?

Step 2 Introduce

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

Step 3 Clarify

The reason why I am calling is our records show you tried selling your home _____ months ago. Is that correct?

Step 4 Build a Relationship

The reason why I asked is because my company listed a lot of homes in your area around the same time when you were selling and those homes all sold.

- Can I ask you, were you folks thinking of selling again?
- Where were you thinking of moving to?
- Why there?
- Have you looked at any houses there?
- How long have you been living in this house?

Step 5 Invite Action (Mix & Match)

1. Was the reason you were trying to sell it on your own to save commission?
2. If I could help you get to _____, and you wouldn't have to pay a brokerage fee out of that, would that be of interest to you?
3. It's possible in some cases to do that, but first I would have to see your home.
4. If it made financial sense, would you re-consider moving to _____?
5. Why don't we do this, I don't mind. Why don't we find the time when we can get together, you can show me the house, and I can tell you how much your house is worth in today's market and see if I can help you get t to _____?

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