

The FSBO Diaries

A Sampling of Emails and Responses to FSBO responses Gathered between 12/11/10 and 12/31/12

This Booklet is intended to be an example of communicating our value as real estate professionals to the For Sale By Owners you contact.

Many of these exchanges are my own personal exchanges and others are questions and responses from Students who have taken the Zero Resistance FSBO Class and asked for more input. Some are success stories, some prove a point, and some are just funny.

There is no foolproof system or way to "get" fsbos to list with you. Each FSBO seller has a story, his or her own unique wants, and needs. *The only way to see if you want to work with them* is to get into a conversation with them. This Email system is one simple, proven way to have some open and honest communication with the fsbo. I've found that once I (and the hundreds of students who have completed the course have found) started the conversation with a FSBO and proven over time that I am willing to provide a valuable service a listing will often result.

The initial goal of any conversation you get into with a FSBO is simply to set an appointment to meet face to face. Then it's to provide service and earn their trust. And then present your value as a professional salesperson to him/her. The appointment is the goal – not the listing. You will very rarely, if ever, convince a fsbo to list with you via email. So take a look at these emails and feel free to use any of the verbiage in the emails to your advantage in getting an appointment to meet face-to-face!

Mike Stott
Mike.stott@mac.com

All conversations start with and are based upon the standard first email. In a moment of brilliance and creativity I named it **FSBO1**. It looks like this:

Header/Subject Line:
Your Home for sale that you advertised

Body

Are you offering a commission if a real estate agent brings the buyer in and sells the home? And could I have the address please?

I would love to help you sell it! My name is Mike Stott and I a very experienced, full-time realtor with Keller Williams Realty North Atlanta.

Please hit reply or give me a call at 678-232-0927

Mike Stott (R) CRS
Certified Distressed Property Expert
678-232-0927 Cell
mike.stott@mac.com
http://www.kwnatl.com

Some agent delete the second paragraph, some don't put in a full signature – those work too! If the ad doesn't have an address I sometimes ask for the address. If the ad says realtor protected I have a slight variation that asks how much commission are they offering?

The idea is to generate a response from the FSBO. Most times I get the email address in an anonymous format from craigslist (it looks something like this: v29qh-3494286283@hous.craigslist.org). One

positive with almost all responses to a craigslist ad is that when the FSBO does respond I get their "real" email address. The anonymous ones expire after about 28 days so getting their real email address is important to good follow-up.

The FSBO1 email works because it is short, clear and has an expectation of a response. In fact I've found that if I send out 20 FSBO1 emails a week I'll receive 6 to 10 responses back.

For our first example I sent FSBO1 (the email above) to a seller named Lisa based upon her craigslist ad.

Lisa Responded (using her real email address not the anonymous craigslist generated email address. I saved this good email address in my database)

On Jan 9, 2012, at 10:53 AM, Lisa wrote:

Our Address is:

115 XXXXXX Drive
Canton, GA 30115

I offer 2% to real estate agents if they successfully sell my home.

Lisa

I responded with our standard FSBO2 email response. FSBO 2 is a compilation of services you could offer to help the FSBO sell on

their own. I have never had any one ask for anything other than the free FSBO websites. It is important to make sure that, before you offer any of these services, you know what they are and what they can do. If you decide to take the full ZERO resistance FSBO sales course there is a series of over 15 emails that are "canned responses" and easy to personalize. This series of emails makes it simple to stay in touch, provide various items of value, and appeals the different types of sellers. Sign up at TESTSIGNUPHERE

From: mike.stott@mac.com
Subject: Re: $172990 / 3br - 2800ft² - Reduced! 3 BD/2.5 BA Cape Cod Single Family Home (Canton GA, Cherokee County)

Thanks for that when could I come see it?

Here Are Some Progressive Marketing Techniques You Can Use To Get More Exposure For Your Property:

- **Create a single property website** using a service like Realbird.Com<http://www.realbird.com/?afID=219> , that allows for you to syndicate your property to 20+ search portals. This great service also integrates with a stats tracking service <http://getclicky.com/147998> that gives you the ability to watch visitors to your listing page in real time, giving you valuable insight into how interested internet based buyers are in your property.

- **Take advantage of the "free" fsbo advertising websites.** I have a list of over 10 of them. Yours for **FREE.** Just email me at mike.stott@mac.com

· **Create a video of your property and post it** to Youtube. Did you know that Youtube is the second largest search engine in the US? Yep, getting your property onto youtube could go a long way toward getting you organic search exposure. **And you don't even need a**

video camera to create the video! You can use a free service like Animoto <http://animoto.com/?ref=mjkysopg> to create a video photo slideshow… or a free service like Screenr.Com<http://screenr.com> to give a photo tour of your property as you talk about its better features…

· **Post Your Property To Craigslist, but do it right!** Sure, we know you've probably been using craigslist already, but have you been Titling your Craiglist posts so they stand out? Or in such a way that you can benefit from the organic search juice craigslist is capable of getting you… Have you been making it possible for visitors to your listing on craigslist to join a list to be notified about upcoming open houses at the property? Why not capture your prospective buyer<http://buyerleadsbytonight.info> and engage him/her with some modern follow up!

· **Run A Locally Targeted Facebook Ad For Your Property.** In no time, you can have an ad for your property live and viewable to thousands of Facebook users in your area! You've seen those ads on the right side of facebook right? Your property can be there in 15 minutes!

· **Run a Google Adwords Campaign For Your Property.** You can position your property so it shows up at the top of the page anytime someone uses google to search properties in your area. (For some strange reason, most agents still don't do this for their individual property listings, so you shouldn't have too much price competition.)

· **Create A Blog or Facebook Page For Your Property**… Get people to subscribe or become a fan in order to learn about how the sale is going!

· **Find some local blogs in your area. Comment on them**, be sure to use the Website for your single property page so when folks see your

comments and want to know more about you… they see your property! You can also approach local bloggers and offer them advertising $$$ in return for a banner ad on their site. Many bloggers we know would be thrilled to pick up $20-$50 in return for plugging your property to their readership! You can also try a service likeBlogAds.Com <http://blogads.com> to execute this step.

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· **Google – "Real Estate In" Your Area. Then go to every agent's website you find and "Friend" him/her.** Moving forward, be sure to drop a line or 2 about your property to your Facebook profile on a daily basis. Sure, agents will see your property and approach you for your listing… But the best among them will keep your property in the back of their mind in order to do the best possible job for their buyer clients.

· **And finally, if you exhausted the options above, and your property still isn't sold, give me a ring at 678-232-0927** so we can talk about the nifty stuff I haven't shared with your here!

Why would I offer these services? I know that many for-sale-by-owners end up listing with a professional realtor. I want to interview for the job of getting your home sold! Please reply to this email or give me a call at 678-232-0927.

http://www.KWNATL.com

Mike Stott (R) CRS
CDPE
678-232-0927 Cell
mike.stott@mac.com
http://www.kwnatl.com
http://NorthwestAtlantaPropertyManagement.com

She Responded

You can come on Saturday around 11 AM - let me know

Lisa 🇺🇸

I responded

From: mike.stott@mac.com
Subject: Re: $172990 / 3br - 2800ft² - Reduced! 3 BD/2.5 BA Cape Cod Single Family Home (Canton GA, Cherokee County)
To: lisa@hotmail.com

I coach basketball in Roswell until 11:30 - does early afternoon work?

She responded

Yes - call me when you are on your way

770-XXX_XXXX

Lisa 🇺🇸

We met, she was ready and I listed and sold the home for $165,000!

For the rest of the exchanges I will abbreviate them down and delete the addresses etc. to make them more readable and save space. I will also not put in the FSBO1 and FSBO2 emails – I will

start with the FSBO's response to the Email FSBO1

Subject: Re: Your House for Sale FSBO1 Sent

The FSBO Responds:
Any thing over 147,000 would be yours.

I respond

"Great When can I stop by and see your home?" with FSBO2

Remember the goal is to meet them face-to-face!!! This response will often be all you need to do to get invited to come over and see the home.

Another agent in the class asked "but how do I proceed when they say "no"? "

He received this reply to FSBO1

Hi Jese,
I am not looking for a realtor at this time. If one of your clients ends up buying the house I would be willing to consider paying you a small fee.
Thanks for writing.
Gene

I suggested he respond with something along the lines of"

"Interesting, sounds like the bottom line net is very important to you – when could I come by and see your home?"

Another class taker received this reply:

From: Mike [mailto:ck@aol.com]

Sent: Thursday, January 12, 2012 10:08 PM

To: Shannon & Norm Biller

Subject: Fwd: $186500 / 3br - 1900ft² - Nice home that backs up to green space (Georgetown)

I haven't really thought about that since the reason I am selling by owner is to not pay a realty fee. I guess if you had some clients that you wanted to show the house to and were able to sell the house and helped with contract stuff I would be willing to pay 1.5 to 2 percent of my selling price depending on how much work was involved. Is this something you do often?

Mike

Norm Asked:
Mike I responded

"Thank you. Would Sunday afternoon be a convenient time for me to see it?"

I ignored his question about “is this something you do often?” If he asks it again, how would you suggest I respond?

Thank you,
Norm

Norm - I would respond to “is this something you do often?”
with a "yes I do talk with all the for sale by owners in our market." I do this for four (or five) reasons:

1) I or someone in my office might have a buyer for your home
2) If/when you do sell on your own - having the specific knowledge about your offering will help me to help other buyers and sellers in our area
3) When you do sell you might have "extra" buyers you don't need. I'd love to help them find a home to purchase.
4) I know that 4 or 5 out of 10 FSBO's eventually list with an agent and if you get to that point I want to earn the right to interview with you for the job of getting it sold quickly, with the least stress and for the most money.
and bonus point brand new to my thinking
5) If you end up buying another home here I'd like to help you find it or I can refer you to another great agent anywhere in the country!

THIS LANGUAGE IS VERY IMPORTANT _ LEARN - PRACTICE IT!
If you can have the “5 reasons” become part of your language they will get you into the home. It’s so much better than “I may have a buyer.”

Hi Mike,

We would certainly consider working with a Realtor that has a serious buyer. We're not interested in listing at this time.

The address is on the post.....5015 Hidden Drive in Cumming. If you click on the Google or Yahoo map link, it'll show you the location.

Thanks for contacting me.

Cindy

I sent this simple little email

Terrific when can I see your home for sale? I have time Monday at 3 or Tuesday at 5:30 which works better for you?

She responded

Monday at 3:00

I responded
See you then!

•••

Mike,

I send out the first email and then they respond and then I send the second. How do I get past, "well when you have a buyer let us know and you can come out" keep getting that all the time.

--
Jeffrey M. Dapp
Remax 1st Advantage
717-756-0405 (Cell)
717-591-7731 (Office)

Jeffrey there's ot's of ways to respond

1) How can I when I haven't seen your home?
2) My buyers expect me to respect their time and preview properties so I can show them homes that meet their needs. Yours sounds like it may work. When can I come by to see it?
3) Are you having an open house? I'll just stop by then.
4) I do work with lots of buyers and sellers, too. Right now I don't have a buyer in this range. Why did you decide to try to sell the home yourself rather than list with an agent?
5) My Favorite - I'm not going to insult your intelligence and tell you I have a buyer because the truth is I don't have a buyer, nor do any of the agents that you have talked to; otherwise your home would already be sold wouldn't it? I'm calling you because I know exactly what to do to find a buyer for your home and I know how to close that buyer and get your home sold. All I need is 15 minutes of your time – CLOSE!
6) You know, [name] I'm glad that you brought that up because almost every For-Sale- By-Owner tells me the same thing. Can I tell you why all of these agents are calling you? Statistically, [name] when you put your home up for sale privately less than 3% of the time they sell and 90+% of the time, they do not sell. If agents are calling you and telling you they have a buyer hey figure that you are not going to be able to sell your home privately and
they will end up listing it. So they want the listing! Now instead of

coming right out and telling you that they want your listing, they are telling you that they have a buyer for your home is that right? Now let's get real for a moment! If they had a buyer for your home this conversation wouldn't be taking place right now, would it?

Mike

This one shows an appointment gotten after 2 emails from Jese student
From: Jese Gonzalez
Date:
To: mike.stott@mac.com
Subject: FW: ForSaleByOwner.com: Property Inquiry

Just received this email from a FSBO. I sent him the 2nd email and asked if I could stop by on Saturday or Sunday. This is the second appointment I have for this week and it's only Tuesday!
To

Subject: Re: ForSaleByOwner.com: Property Inquiry
From:

Hi Jese,
Yes I would be willing to give up some commission to a Realtor, but keep in mind I am an investor an need to walk away @ or very close to $250k. Plenty on time and money has been put forth to this property and is priced very reasonably.
To sum it up, you would have to have your buyers bid close to the asking price to pay yourself the commission.

There will be an open house this Saturday & Sunday!

Jason Patino
6512 Imperial Ridge Dr.

Sometimes we over think this – here's a student who got an appointment in which he was the first contact (in New Jersey – not a rural area)

From: Lafi Siyam
Date:
To: Mike Stott <mike.stott@mac.com>
Subject: **New Listing**

Got another one! Residential plus Land, with an asking price of $499,900. This was a FSBO lead from over one month ago! Called me and said you were the first one to contact me. Just sent FSBo1 and FSBo 2!

--
Lafi A. Siyam | Keller Williams Realty
Office- 201-621-5494
Fax- 973-859-7843
www.JerseyRealEstateSource.com

Here's a pretty standard reply to fsbo1

----- Original Message -----

From
To: Tony
Sent: Monday, January 16, 2012 3:39 PM
Subject: Re: Your Home For Sale

Yes I'd be willing to pay a commission if you got a buyer.

What now?

Tony Chesser
www.ChesserRealtyTeam.com
www.RepoHouseTour.com
Churchill Brown
405-503-7346

And here's my pretty standard reply
Tony – just ask them when you can come over to see the house and send FSBo2!
Mike

From: Jon
Sent: Tuesday, 9:44 PM
To: Belinda Agosto
Subject: Re: $232500 / 3br - 3050ft² - Cape Cod Style Log Home with Great Features (Denver, NC)

I would be willing to pay a buyer's agent commission. I have had the house on the MLS last spring. My real estate agent is a buddy and we used to sell houses together. I would offer 3% commission for the buyer's agent if you had a potential buyer.

Thanks,
Jon Richardson

Hey Mike,

See below. I want this listing! What would you say to him without offending his "buddy" agent? Also, listing is overpriced.

Regards,

Belinda Agosto, CDPE, CIAS
La Gente Realty LLC
Hines & Associates Realty LLC
19615 15-B Liverpool Parkway
Cornelius, NC 28031
Direct/Text: 704.200.8823
Fax: 866.681.5494
SKYPE: belinda.agosto@gmail.com

www.CharlotteHomeConnect.com
www.CharlotteForeclosureRescue.com

Belinda – ask to stop by and see the home- pricing may or may not be a problem – you need to see the home. The True "buddy" in the business is tough to overcome but you could offer to pay the buddy a referral fee if you need to in order to get the listing! I find that many times the buddy or friend in the business never comes up again after the initial email. The FSBO's sometimes fib about this in order get rid of agents. It could be a smoke screen. Go and meet with them and

let me know how it turns out.

From: Gloria Moon <gloria.moon@century21.ca>
To: mike.stott@mac.com
Subject: **FSBO**

It does work – these simple scripts open the door. I am going to a meeting tomorrow with a FSBO, and have been in telephone conversation with two others about listing.
Thank you
Gloria Moon.

Many real estate agents share a fear of being out of integrity.

Natasha received the following response

Saturday am is best early.

I am interested in having you see the property for supplying a buyer only, not to get me to list with an agent.

I have received tons of calls of this nature and am not interested in listing the home.

Thanks.

She asked me

Hi Mike,

I don't feel comfortable going on previewing after the seller told me up front

"I am interested in having you see the property for supplying a buyer only, not to get me to list with an agent.

I have received tons of calls of this nature and am not interested."

Do I have a problem with my mindset? I feel like I'll be dishonest and deceiving if I try to solicit a listing in this case.
Would you go anyway? The property is listed for over $1,000,000.00
--
Natasha Carter, Ph.D.
RE/MAX Landmark
Cell: 978-500-0926
Fax: 978-752-1333
NatashaCarter@gmail.com
www.BayStateHomesForSale.com

Natasha,
First it's exciting to even be in a conversation with a seller - congratulations.

Go and meet the FSBO – he may change his/her mind about needing a realtor – this language he uses is designed to scare "you" off. "You" meaning all the unprofessional, pushy agents not you as a professional gracious and honest. –Go see the home. Don't pressure him for the listing at all. Ask him questions and listen for his motivation. Then provide him a bunch of service (fsbo book, staging,

forms etc.) and EARN his trust and business!

You're being respectful of their wishes but if you were a doctor and a patient needed medicine but they said they didn't want it - what would a good doctor do?

This guy is most likely acting out of fear or ignorance. Education is the key - - we know it's unlikely an agent with a real buyer is going to show his home.

Tell him I don't know if I or anyone in my office has a buyer - I have't seen your home yet. I'll come out and not mention listing it at all - give him the fsbo booklet and a market analysis and free websites. Earn his trust and his business through building a relationship based upon you being the expert that knows more than he does about selling houses for the most money, in the quickest time, with the least stress.

Mike

Natasha responded

From: Natasha Carter <natashacarter@gmail.com>
To: Frank Noyes
Sent: Monday, , 2012 4:43 PM
Subject: Re: Your Craigslist ad

Hi Frank,

Thanks for that. When could I come see it? Is Thursday afternoon OK?
--
Natasha Carter, Ph.D.

RE/MAX Landmark
Cell: 978-500-0926
Fax: 978-752-1333
NatashaCarter@gmail.com
www.BayStateHomesForSale.com

She got the appointment!

From: Stacy Dixon]
Sent: Wednesday, 9:05 AM
To: Belinda Agosto
Subject: Re: $245000 / 4br - 2400ft² - Custom built home (lake wylie, SC 29710)

We would certainly consider paying a commission to a realtor who brings a buyer. We plan to list the house with a realtor (friend of the family) next week.

2224 Iron Works Drive
Lake Wylie, SC 29710

Thanks for asking!
stacy

Belinda Agosto <belinda.agosto@gmail.com> wrote:
Thank you, Stacy, for your response. I think it's always a good idea to get a second opinion before you make a decision on selecting a realtor. I'd love the opportunity to meet and show you how I'm different than other agents. I'm not only a real estate professional. Marketing is my hobby. Servicing a property takes more than placing a yard sign and inputting information on the MLS. Once good marketing is established a well-priced home should have no problem selling even in today's market. Although home prices have come

down, sales activity is up, way up! In fact, buyer season is just around the corner and you want the best chances of getting your home sold in the next 60 days rather than after March when inventory goes up. The more you have to compete with your neighbors, the less you may bring to the table!

I'd love to show you my no-pressure, no-obligation presentation. Are you available tomorrow or Friday?

Regards,

Belinda Agosto, CDPE, CIAS

They responded

From: Stacy Dixon **Sent:** Wednesday, 9:53 AM
To: Belinda Agosto
Subject: Re: $245000 / 4br - 2400ft² - Custom built home (lake wylie, SC 29710)

I'm sorry, Belinda. But we've already met with our realtor (who is our friend), and we're not willing to jeopardize our friendship over selling our house. But thanks!

Belinda Responded

Clearly I have offended this seller because a realtor she's thinking of using is a "friend." Check out my email before her response. Did I say something that could have been taken the wrong way?

Belinda Agosto, CDPE, CIAS

I responded

Belinda, I don't think you offended them, they have a close friend in the business- you were courteous and helpful. How could that be offensive? I didn't pick up any annoyance in there tone. Wish them luck and move on to the next one.
Mike

I listed this one for $370,000 In February and Closed in May this was the initial response. It shows the reason why a drip campaign won't work – your emails need to be personal.:

Mike,

I appreciate your hustle and your drive but the solicitation is unwarranted because we don't want a realtor as the advertisement discusses when you actually read it. I know that you don't work for free nor would I expect you to work for free. We are only looking for a realtor that would bring a serious buyer or a buyer that wants to buy a house directly from the owner.

Kind regards,

Jennifer

I sent FSBo#2 and received this back

On Jan 27, 2012, at 10:14 AM, Jennifer Manuel wrote:

Are you an ELP?

I responded

From: mike.stott@mac.com
Subject: Re: Hows the sale coming along?
Date: Fri, 27 Jan 2012 10:19:52 -0500
To:

NO - I am on the Ramsey Waiting list (for almost 2 years) to be an ELP (Endorsed Licensed Provided) and suspect I would be approved - is there any benefit to you $'s wise to using an Endorsed Local Provider? I have been through financial peace university twice and have sold over 3000 homes. I know my stuff and that will get you the least stressful and smoothest transaction and the highest possible sales price in this market.

When could we chat about your home and reason for selling?

BTW - here's an article attached Dave wrote a while back - he says you should talk with me :)

Mike Stott (R)

On Jan 27, 2012, at 11:28 AM, Jennifer Manuel wrote:

Okay, do you mostly work with sellers or buyers? And are you charging the standard 6 % to list it?

Jennifer

I responded

Subject: Re: Hows the sale coming along?
From: mike.stott@mac.com
Date: Fri, 27 Jan 2012 11:32:56 -0500
To: manueljennifer@hotmail.com

Sellers - I refer buyers to another agent (and the marketing generates a lot of leads) Commission is negotiable. I charge nothing unless I do the job and bring you an acceptable offer that gets you what you need to net!

Mike
678-232-0927

She responded

How many are you closing a month? Do you work much in the milton/crabapple area? I will tell you upfront that we don't have much equity, we have to sell for a medical move, and are looking to just get out as quick as possible. So, your services sound amazing, and probably deserving of top dollar but not sure we have that much money to come to closing, but you would be a second opinion right now. Are you still interested?

Jennifer

I Responded

I really understand what you are attempting, many FSBO's feel the same way you do. After all in this economy no one wishes to pay more than they have to! 3 to 5% of all home sales each year are by owner to a buyer they didn't know before the process - the vast majority of the rest are done with the benefits of a real estate agent.

All Banks hire an agent to sell their foreclosed and short-sale properties. Most financial experts advise using an agent (see attached Dave Ramsey Article.) In short the odds are that if you listed with a professional like myself, I'd do the work, do the marketing, show the home, pre-qualify any buyer, negotiate the contract, properly fill out the paperwork, handle all the details that need to be handled, protect your equity with our errors and omission insurance, and, on the average, net you more money than you can selling on your own. All at no charge until I do my job and procure you a ready, willing and able buyer.

Isn't it worth 15 minutes of your time to discover what I can do that you aren't able to do?

Yes I work in the Milton Crabapple Area (I live in Roswell and my KW office is off of Windward by the Marriott and I lived iN White columns whee we first moved from Hawaii to Atlanta) When can we get together to provide that second opinion - tomorrow is booked - Sunday evening? Monday afternoon (I run our Cub Scout Pack Sunday Afternoon and Monday Evening)

Mike Stott

She Responded
Okay, Monday mid day would work for us. Our Sunday is booked with family stuff and Monday past 2:30, we are consumed with our children. We could also do Tuesday morning after 9.

Jennifer
She gave me the appointment – it was a short sale – closed at $350,000 – Dave Ramsey fees never came up – they were a delight to work with and thanked me at closing!

Another Success Story

Met with a seller today and will be listing the home at the end of the month as a Rental. Meeting with 2 sellers tomorrow and going to have coffee with another on Friday.

Got my first "bring me a buyer" response today. Will follow up with a "What's your address and when can I come see it"

Listing another FSBO that we were working with before the program on Sunday!

Thanks

David Wakeman
Russell Real Estate
Direct: (440) 212-5512
Fax: (440) 793-2038
http://wakemanrealtors.com
david@wakemanrealtors.com

We see this a lot

From: Sonia
Subject: Re: Reply to your "A Dundee home built in 2009, with a 3-year New Home Warranty!" Ad on Kijiji
Date1:15:27 PM CST
To: aaronshomes@sasktel.net

Hi Aaron,

Absolutely, and the commission is negotiable. I would certainly hope realtors would not hold back qualified buyers because I am listed on

Comfree.

Regards,
Sonia Kruk & Lloyd Schulz

Hi Sonia,

Thanks so much for your reply.
Yes, some agents may not look at your home because you're selling privately, however I'm not one of them.
In fact I wish all for sale by owners the best of luck when selling their homes!
I'd love the opportunity to help you sell it though!

I live in the area and am literally just around the corner from you on Gusway Street.
When can I pop by to see your home?

In the meantime here's some additional marketing ideas that may help you sell your home on you own!
(FSBO #2 goes here)

Regards,

Aaron Habicht - Realtor
Sutton Group Results North
306.535.4147
aaronshomes@sasktel.net
www.propertyinregina.com

Century West Homes
New Home Sales Consultant
www.propertyinregina.com/CenturyWestHomes

The commission questions comes up a lot

From: Mila
Sent:
To: Geoffrey Li
Subject: Re: Your home for sale --$484000 / 4br - 1700ft² - Spacious freehold Townhouse in Woodbridge (Weston & Rutherford

Hi
What is your commissions?
Thank you.

Hi Mike,

I just emailed 5 prospects and got one reply right away. What is your best advice to approach this question? "What is your commissions?"

Thanks
Geoffrey

I suggest

Sounds to me like you need to net the most money possible when you sell this home, is that correct? Then that's the first thing we'll talk about when I come see your home - which works better for you Monday or Tuesday at 4

Or

Generally I charge 3% and I can show you how by paying me I do all

the work and net you more money - when can I stop by Monday or Tuesday at 4?

Or

I charge nothing, Zero Dollars and you don't pay me a penny until we close on an offer that you accept 100% - when can we get together

Another Friend in the business – I like it because the response ignores the friend.

From: Daniel E. O'
To: David Wakeman
Subject: Re: $309000 / 3br - 2400ft² - Charming totally redone cape in the heart of Westlake (1734 Allen)

Hi David,
The ad does have the address 1734 Allen, Westlake. If I decide to list the house, I have a realtor, and the price would increase to absorb the commission. If you have a client, we could talk , however the terms would need to be worked out before hand.
Thank you Dan

From: David Wakeman [mailto:david@wakemanrealtors.com]
Sent:
To: 'Daniel E. O'
Subject: RE: $309000 / 3br - 2400ft² - Charming totally redone

cape in the heart of Westlake (1734 Allen)

Hello Dan,

Thanks for letting me know. I will keep your property in mind for my buyers. I completely understand and respect your desire to net the most or your property.

In the mean time... when could I stop by and see the home?

Here Are Some Progressive Marketing Techniques You Can Use To Get More Exposure For Your Property

Sincerely,

David Wakeman
Russell Real Estate
Direct: (440) 212-5512
Fax: (440) 793-2038
http://wakemanrealtors.com
david@wakemanrealtors.com

Another success story

From: Dave Jackson <davejackson48@gmail.com>
Date: 1:36:41 PM EST
To: Mike Stott <mike.stott@mac.com>

Subject: **Re: Call is in 26 minutes**

Mike,

Just got a call back from an email to come list his house.

--
Dave Jackson
"I'm different! I solve problems ... one house at a time"
Keller Williams Realty River Cities
5700 Veterans Parkway
Columbus, Georgia 31904
direct (706) 587-8660
office (706) 221-6900 ext 2001
email DaveJackson48@gmail.com
website: http://www.DaveJacksonRealEstate.com
http://davejackson.yourkwagent.com

And sometimes you shake your head and laugh. I might have directed him on how to get his license.

Mike,
You said you wanted some interesting responses. Here is one. I didn't realize we Realtors had so much power. I'm shaking in my boots that this guy becomes a Realtor and takes away all the biz from the rest of us.

Nick

Nick Rossi, PC
Principal Broker, CDPE, GRI
The Hasson Company
503-318-4323, Fax 503-212-2436

www.NickRossi.com
RossiN@hasson.com
12809 SE 93rd Ave. Clackamas, OR 97015

From: Rich
]
Sent: Saturday, January 12:40 PM

To: Nick Rossi

Subject: Re: Your Place for Sale in Canby

Hi why would I be working with a distressed property expert?

thanks rich

And I have a feeling you will not be able to work with me due to the fact that most realtors are afraid of a house that does not have comps all around it. IN fact I am of the belief that a lot of realtors are responsible for the market STAYING soft. Let me know....

rich

ps....if I were a realtor I would be making out right now because most of the realtors have no vision or cojones to sell a home that is a bit out of the box. Nothing personal

•••

And a good question

Hi Mike

How can I prove that as a realtor I can net more than fsbo by adding

my commission on top?

Thanks
Geoffrey

I replied

1) 2011, 2010, to 2005 Stats show we net more
2) We do all the work and advertising/marketing
3) Banks use us for all foreclosures and short sales
4) 90+% of all sales are listed with an agent

WE add value or else we wouldn't continue to exist as an industry - look at travel agents, record companies, etc. They're gone and changed dramatically because they didn't add value -

We can talk more on Monday about this one!

Don’t take the FSBO repsonses personally – sometimes a FSBO will poke at realtors to see how we react – and if we react poorly they’ll justify not using one because they are “rude.”

Mike
I've only purchased one home that wasn't a direct seller to buyer home. I think the inclusion of an agent is just plain laziness on the sellers part.

If I really wanted to sell my home right now, it would have been sold.

I don't believe that the current market is a profitable one for any one selling anything. Everyone is looking for deep discounts and no one is willing to pay retail for anything.

If you have a buyer that is interested, bring them by and I'll pay a reasonable commission relative to the price. However I'm not going to get into any contracts at the moment to sell my home.

Regards,

Norbert

I responded with a little more oomph than normal though

So how did you arrive at the asking price from your home?
Obviously you are seeking a full-price buyer but advertising only to "discount hunting buyers" the only way to attract the most buyers is to list with an agent like myself.

Ask yourself why do all the banks list their foreclosures and short sales with agents?
Why do over 90% of all sellers list with an agent"
Why do 94+% of all buyers use an agent?

The only answer is that we add value. Our knowledge, our experience, our negotiating skills attract more buyers and more than make up for any commission you pay. I've attached an article from noted cheapskate Dave Ramsey that says it all. If you're serious about selling, and I can tell from the tone of your email that you might not be, then we should meet for 15 minutes so I can show you how to get your home SOLD, in the right time with the least stress and netting you the most money!

Mike Stott (R)

Hi Mike,

How would you respond to this one?

--
Mike Mondy, REALTOR®
Fairfax Realty, Inc.
301-675-6355: Direct

---------- Forwarded message ----------
From: **Cris**
Subject: Re: $849000 / 4br - 2842ft² - Victorian Two Unit near Lincoln Park ~ 4br/4ba (Capitol Hill)
To: Mike Mondy <mmondy@fairfaxrealty.com>
Cc: Cris

Dear Mike Monday,

Our address is 114 11th Street SE, Washington DC 20003.

We are not offering an agent commission. However we respect the work of an agent & broker, and have had good experiences in the past, we have also enjoyed buying and selling by owner several times. We are happy to show our wonderful house, great location and at a good value to any interested buyer. I understand that agent commission is how you make your livelihood, and would not expect a referral.

Our property, as most in the area, is rather unique ~ it is a pleasure to describe what has been done to the house over the years and share its history as we discovered from documents from the National Archives. We have determined the price point to about three percent below appraised value to share the benefit of the by-owner sale with the prospective buyer.

Thank you for asking, and all the best for a wonderful new year.

Best,

Cris

I keep it short and simple sometimes – especially when the FSBo works so hard to justify there case:

"When can I stop by and see the home?"

•••

This agent had a very attractive photo in her signature:

On at 10:26 AM, Jese Gonzalez wrote:
You had asked for us to send you our funny responses to our emails. How is this one for different? I LOVED this response. Totally made my day!!

Subject: Re: Your home for sale
From:
Date: 20:46:56 -0800
To: SellingEP@gmail.com

Hi.. Did we chat before? I think I remember..

Has anyone told you .. You look alot like Jessica Alba?

I responded

Yeah I hate it when people say I look like George Clooney :)

Take someone with you when you go see his house!

Sometimes you get an intelligent but mean response from the fsbos. This one below is in response to FSBo#4 If you really really really thought you had the best chance … and this FSBo sort of mocks it in her email

Sent: 6:45 PM
To: David Wakeman
Subject: Re: $99900 / 3br - 1144ft² - Renovated Ranch 3Bd 1-1/2B (Brunswick)

David,
If you felt you had a good chance... a really... really... really... good chance.... to sell our house then bring your client and we will make a deal for you to have a percentage.
these really.... really.... good chances all the realtors and you included talk about never.... never.... never... actually involve any real clients that are looking and are qualified to buy.
I can MLS this for 250.00 so I don't need a realtor to do that and it is all u do besides run a few ads which i can also do.
So NO I do not want a Realtor that will not accomplish anything but to bug my husband. I haven't met a Realtor yet that bothers to qualify people before they spend days running them around to find out they can't get a loan big enough for the house they r looking for.

So then u r wasting your time and my time. So Please feel free to show my house after u have qualified someone and can tell me about it.
Patti

David Responded

Hello Patti,

Obviously, you have had at least one bad experience with a Realtor in the past. I completely understand. The vast majority of Realtors do nothing more than slap a sign in the yard, put it in the MLS and maybe run an ad in the newspaper.

Unfortunately, there is no way that I can qualify one of my buyers for your home without seeing it first. I don't even have an address.

Our policy is to meet with our buyers prior to ever showing them any homes and having them get preapproved through one of our preferred lenders. We are too busy to waste our time or yours with someone who is unable to purchase a property.

It is not my intention to annoy you or your husband. Our approach to marketing homes is completely different. If you are interested in finding out why, then you are welcome to visit the link below.

http://wakemanrealtors.propertybuzzer.info/

Either way, I want to wish you the best of success. Properties are selling and hopefully yours will too.

Sincerely,

David Wakeman

Russell Real Estate
Direct: (440) 212-5512
Fax: (440) 793-2038
http://wakemanrealtors.com
david@wakemanrealtors.com

I added

Great response - to someone trying to be funny (or to show off how "smart" they are.) I might have showed them some statistics that showed how many homes sold in their price range in the past three months. Then cause some doubt in their minds by asking "do you wonder why all these qualified buyers didn't even bother to see your home? That's exactly why we need to get together."

Mike

Jeff got this response

From: \ 7:13 AM
To: Jeff Zuelke
Subject: Re: $399000 / 4br - 3300ft² - HORSE FARMETTE 4 ACRES LOG HOME (JANESVILLE)

Good Morning Jeff, How does that work if Reality rep brought someone thru and purchased out home?
Mike and I have thought about listing
but not sure at this point? Are farmettes selling right now?? Thank you
Sheila

He responded

Happy Sunday, Sheila,
Thanks for being in touch. We offer a number of different commission options. One of them is even owing us nothing; however, what I believe you are asking is…what would it cost you if I were to bring a buyer through your home without your home actually being listed for sale with a real estate agent? My suggestion is this; let's get together so that I can answer all of your questions. You will then be able to make the best decision possible for you particular situation. When we're together I'll also provide you with information about what to do and what not to do to help get your home sold for the most amount of money in the least amount of time. I'll also provide you with a list of FREE websites on which you can place your home for sale should you decide to continue selling on your own. And, finally, I'll show you what you would walk away from the closing table with in terms of dollars and cents once all of the selling related expenses are accounted for whether you sell the home on your own or if you sell with an agent. This is all free and there is certainly no obligation to "list" your home with us.
If this is something you would like to do, please let me know and I'll be happy to meet with you at your convenience. We're here to help; I hope to have that opportunity, real soon.
Thanks, again, Sheila; I look forward to hearing back from you, soon.
Jeff Zuelke
Zuelke Real Estate Team
(608) 757-2862 – phone
jeff@zteam1.com
www.JeffZuelke.com

From a student who has the right attitude – be gracious and try but if

it's not working – go on to the next one!

Mike,

This is as close as Minnesotans come to swearing....

JULIE 
From: Cameron Piper <Cam@CamPiper.com>
Subject: RE: $79900 / 2br - Beautiful Condo (Roseville)

Julie,

I can totally appreciate that you are trying to save the real estate commission by selling the house yourself. This is the primary motivation of the majority of people who list their home without an agent. Tell me this – If an agent were to bring you an offer that provided you the money that you were hoping for in the sale of your home after all fees and costs were calculated would you be willing to work with that buyer?

Cameron Piper

Licensed MN Broker
Coldwell Banker Burnet
4525 White Bear Parkway
White Bear Lake, MN 55110

Dream Today...Home Tomorrow!!

-----Original Message-----
From:
To: Cameron Piper
Subject: Re: $79900 / 2br - Beautiful Condo (Roseville)

No Thanks!
Julie

From: Cameron Piper <Cam@CamPiper.com>
To:
Sent:
Subject: RE: $79900 / 2br - Beautiful Condo (Roseville)

Julie,

It sounds like you've had a bad experience with a real estate agent. What happened?

Cameron Piper

-----Original Message-----
To: Cameron Piper
Subject: Re: $79900 / 2br - Beautiful Condo (Roseville)

PLEASE DON'T EMAIL ME AGAIN! I AM NOT INTERESTED!!!

JULIE 

Another success story from Casey Cooke in San Diego

A fsbo response

"Thank you for your offer Casey, that is very nice, but I have bought and sold many homes and don't need any help with it. You are welcome to come look, but I don't need an agent."

Caseys response

I have personally helped over 75 families make smart Real Estate decisions in the last 3 years! If you or someone you know needs the advice of an experienced Realtor, please pass on your personal referral and suggest they visit one of my websites. My commitment to help my clients goes way beyond just buying and selling.

Best wishes,

Casey Cooke
Coldwell Banker
760-216-6604
casey@caseycooke.com

His comments

She has one poor photo on Craigslist taken from the front with no address, and the home is nowhere else on the internet.

I explained to her that most buyers start online, linked her to one of my listings on Trulia with 25 professional photos, and then sent her to Realbird and told her she could do a free account.

I am going to preview her home Monday at 3pm.

;~)

BTW he got the listing and sold it!

In response to FSBo 2

sir, you said you had list of free fsbo websites that you would share with me ,thank you.

Jeff Repsonded

Hi, Ken,
Thanks for being in touch. I would be happy to provide you with the list of websites. When would you like to get together? I can take a quick look at your home to see if I currently have buyers that might be interested and provide you with the list of websites and other helpful information. Let me know what day and time would be best for you and I'll be happy to drop it off.
I look forward to hearing back from you.
Jeff Zuelke
Zuelke Real Estate Team
(608) 757-2862
jeff@zteam1.com

FSBO responded

What are your fees?

Jeff Repsonded
From: Ken C
Sent: Saturday 10:16 AM
To: Jeff Zuelke
Subject: websites

Thanks for getting back with me, right away, Ken. Our fees are completely flexible. We even have a program where you would not have to pay a commission. Why don't we set up a time to meet so that I can see your home, I will then be in a better position to discuss it with potential buyers. When we're together we can address your commission question, too. I'll also provide you with free information to help you get your home sold on your own. You'll receive a list of the things to do and the things not to do to help get your home sold and I'll show you several free websites where you can advertise your home for sale. I'll only take 15 to 20 minutes of your time. When would be best for you? Monday afternoon or Tuesday morning? Or would another time work better? Please let me know.
In the meantime, I've provided, below, some additional information that, I believe, will be helpful for you.
Thanks for responding, Ken; I look forward to hearing back from you, real soon.
Jeff Zuelke
Zuelke Real Estate Team
(608) 757-2862 – phone
jeff@zteam1.com

Good Problem to have

Mike,

I have had a number of FSBO sellers recently ask me to have their tenant show me the property or to use a lockbox that is on the door. What do you/would you do in these situations? I have continued to angle for an appointment with the sellers but talks break down because they don't want to take the time to show the house personally and I don't care about meeting their tenant or seeing the house since I really don't have a buyer for it at the time. Thoughts?

Cameron Piper

Cameron
I'd go and take a picture and send it to the seller and comment on how the tenants helped or didn't help the process. Do a market analysis after seeing it and determine if it's priced right and be honest with the sellers about the difficulties of your showing, agents not wanting to do gymnastics to set up a showing, lack of salesmanship on the showing. etc. The worst thing that happens is you gain market knowledge and meet a tenant who may buy!
Mike

What do you say to a FSBO that wants to pay to get their house in the MLS and not list with an agent?

Good question - my reply would be along the lines of.

"Thanks for sharing - what would be the big advantage to you by doing that and how much would that be worth to you?"

Get into the conversation - discover his motivation.

Then "when can I come see the home?"

Mike

Another Success Story

Hey did want to tell you – had been on a few appointments. System

working well though haven't been working it as hard a I should. Sent a few of them the stats from February 2012. Just got an email from one prior appointment – we would like to talk – we want you to list our home ($320K) and our Duplex ($147K). Sweet! Thanks for the system Mike!

Jeff

Jeff Cubinski
EcoBroker

John Newsome from Texas Asks:

Mike,

The 5 reasons Program mentions " use the Buyer's you don't use" How is that proposed?

Do you offer limited services or just ask they send you names of those - how does that response to them work and what can I expect possibly back.

I answered:

I have never actually followed up with the sellers to ask for buyer leads (I refer all my buyers out.) The purpose of that point is to get them comfortable to allow you to come over (there's something in it for you as the agent even though there's "no Way they're going to list the home) and see the home and meet them.

Others just ask for the names and are getting some.

Good question -

Mike

Mike Cribbin is a master of “understatement”

On Feb 11, 2013, at 9:43 AM, " <mike@cribbinrealty.com> wrote:
Mike,

I am not setting the world on fire with this class, but it has changed the way do some business. The email signature is a great idea. I used to send letters to apartments and expireds to the tune on 1200 – 1500 per month. I have started using spokeo.com to find email addresses and starting sending emails instead using your method. Two weeks ago I only mailed 240 and sent 60 emails. Letters gave me 11 responses and the emails gave me 21 responses. Thanks for that tip.

By the way, I have sent to 39 FSBO’s and have had 7 appts. Got 5 listings, 1 is already sold and closed (cash deal). One more is under contract. Class has great ideas that work.

Thanks,

Mike Cribbin
"Where Performance Outsells Promises"

3112 Brook Hollow Dr.
O’Fallon, MO 63366

Office:636-294-6061
Cell: 314-954-6500

www.cribbinrealty.com

mike@cribbinrealty.com

Sounds like you're burning it up to me - 5 listings and two sales is great! Great job to keep track of your numbers.

Mike

Success! From Melissa Vezina.

Thought you might like to see the most recent email from a FSBO.

Thank you for following-up. We may try flat fee listing on MLS as a next step. But, of all the agents I have been exposed to, I have been most impressed with your approach and tone.

Thanks again

Brandon

I responded

Schedule an appointment to meet with them!

Short and Sweet

Hello Mike,

How much commission do you charge?

~ Regards ~ Saludos.

Victor J Alvarado.
678-382-

I responded

Generally 3% for my side - 6% total to cover the buyers agent too!
Thanks for asking –

Doesn't happen often - (this is the 3rd time in a year and a half with 1700 FSBO's Contacted) But some FSBO's are looking for aggressive realtors to list with :

Response from EMAIl 1 sent this morning.

Hi Mike,

Thanks for reaching out to me. Yes, we are offering commission to buyer's agent :)

Our address is XXXXXlway CT, Cumming, GA 30041.

I am in the process of interviewing agents and would love to meet with you as soon as possible. Pls call me at 770-XXX-XXXX to discuss further.

Thanks!
Audrey

A FSBO Responds
On May 25, 2012, at 9:05 AM, Frankwrote:

Hi Mike,

I have 2-3 weeks more work on my house before I will be ready to really try to sell it... I put the free listing on Zillow as I tried to update some of the value information and that led me to the Craigslist listing.

I am leaning towards a FSBO and paying a 3% commission to the buyers agent, but am open to listening to reasons why I should list it with a full service broker. Frankly is that I am skeptical that a "selling agent" is worth another 3% in this process, assuming I get the house on MLS and with all of the web listing sites available with pictures, etc. Perhaps you can convince me otherwise.

My house is at.
Frank B
770-XXX-XX38

I respond

I understand your thoughts completely - the truth is most of our work is done after a buyer is found. The negotiations, the contract and the all the closing details are what I spend at least 60% of the transaction on. So simply advertising to buyers isn't the answer. When you factor in that almost all buyers in your price range work with an agent you have to know how to sell to those agents. Listing with a Discount Broker actually turns off many agents because they know they'll end up doing the bulk of the work, so if at all possible they skip those Discount broker listed homes. And buyers who work directly with discount brokers expect a discount don't they?

I'd be happy to spend 15 minutes showing you why we add value to the transaction - after all every bank requires all of their foreclosures and their short sales to be listed with an agent - there has got to be a

reason they see the value in spending the full commission.

When are you available to meet?

Mike

Went on Appointment – took listing!

On Jan 23, 2013, at 4:40 PM, Victor Song <victor@victorsong.com> wrote:
Hi Mike,

Great presentation! I've trying the FSBO email series and it's very effective. One of the objections I've received on email is:

Just so you know, if you plan to sell my property and have a sure buyer, I will give you 1% commission only.
If you agree to this, then we can talk.

I don't think I can respond with "Thanks for responding when can I stop by to see the home?". Any suggestions?

Sue you can respond with that - they are using the 1% line to get you off the phone - **what's important is what they net** not what you make. Get into the conversation with them.

Another thing I want to clarify, with the "Intro and going into Discovery" script, do we ask motivation related questions (i.e. If you sold this home, where would you go next OR How soon do you have to be there OR What are you going to do if your home doesn't sell) before closing for the appointment?

Sometimes I do and sometimes I don't –working with FSBO's is an art form - not a science. Practice will let you know when to ask the questions. In general I ask one more question than I am comfortable with.

Thanks,
Victor

Victor Song
Personal Real Estate Corporation
Park Georgia Realty Ltd.
Cell: 604-779-8408
Bus: 604-421-7275
Fax: 1-888-582-9868
E-mail: victor@victorsong.com
Web: www.victorsong.com

On May 9, 2012, at 10:05 PM, Joanne @gmail.com wrote:

Thanks Mike. We'll be listing on the MLS and Realtor.com for a flat fee next week.

Thanks for checking in and for the information.

Joanne

Here's what I said -

Wow – discount brokers get very limited results - before you spend the $300 to $500 dollars up front - we should talk -

Something to think about before you consider listing with a discount Broker:

1) A large Alpharetta discount broker had 1744 listings that were listed during the calendar year 2011 either expire or were withdrawn! That same broker had only 322 properties sell out of all the homes they listed!
2) Another discount broker had 41 listings expire or withdraw and had only 4 sell!
4) A 3rd discount broker had 251 listings expire or were withdrawn and had 91 sales!

Discount Brokers often offer limited service and more than often, get limited results... The system they employ is to make some money upfront and then work the numbers game... A small portion of the listings they take will sell, but they don't care because they already got what they expected up front. The rest that may sell is just gravy. When you hire us, we get no income unless you sell. Doesn't that make sense? We don't win unless YOU do...

If you need to sell your home we should get together and discuss ways to get your home sold, in the right time, with the least stress and netting you the most possible money!
Please reply to this email or give me a call at 678-232-0927.

http://www.KWNATL.com

Mike Stott (R) CRS.
Certified Distressed Property Expert.

Hi Mike,

This is a reply I got today:

Yes I'm offering a 2% commission if it can be build into the sales price. I have it listed on the mls through a fsbo broker already. Thanks for your inquiry!

How would you answer this one?

Thank you,

Sabrina Hart
Real Estate Consultant.
Concierge Realty Group LLC.
Phone)243-6227
www.ConciergeRealtyGroup.com

Good question Sabrina - these fsbos think all we do is find a buyer - much of our work is done after the contract is accepted. Once they are with a discount broker they are more difficult and some top fsbo agents choose not to respond at all. If they are in an area/price you want: I'd respond with.

"Thanks for that -

Something to think about your listing with a discount Broker:

1) A large Alpharetta discount broker had 1744 listings that were listed during the calendar year 2011 either expire or were withdrawn! That same broker had only 322 properties sell out of all the homes they listed!
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If you need to sell your home we should get together and discuss ways to get your home sold, in the right time, with the least stress and netting you the most possible money!
Please reply to this email or give me a call at 678-232-0927.

http://www.KWNATL.com/

Mike Stott (R) CRS.

I don't win them all - but I was in the running for this one until she sold it herself with a discount broker. The order may be a bit jumbled but you'll get the gist of it!

Mike,

Thanks again for the education.

I am excited to say that we have a binding contract and a back up!

I must admit that if we were to do this again, I would definitely be interested in meeting with you. Your approach was respectful, intelligent and persistent. I wish you well in your endeavors.

Rebecca
XXX Cedar Branch Court.

So here's what transpired

On Sep 5, 2012, at 8:20 AM, y wrote:

Thanks for your persistence, Mike. Would love for you to sell our home. As you can attest, it is priced right and beautiful! Bring us a buyer and the commision is all your's!

Rebecca & Trevor.

I responded

From: "Mike Stott" <mike.stott@mac.com>.
To: yourads@comcast.net
Sent: Wednesday, September 5, 2012 8:51:09 AM.
Subject: Re: Saw you lowered you price and reran the ad -

Discount Brokers are only able to sell 1 out of 6 or 7 listings she takes (the last time I ran the search) - I like her model - it doesn't work for most agents because they don't appreciate what her company does. You are trying to be one of the bakers yourself - buyers who go to a discount broker want a discount. Where do you think they expect it come from? The only place for them to get that discount is on the price they pay for a home. Her model finds discount hunters. Think about it - if you went to a pawn shop you wouldn't expect to pay full-retail price would you?

To be honest I refer all buyers out - I concentrate on listings. (I also have a property management company and train/coach about 54 agents monthly and 100's via webinars across the country and in Canada) I sell about 25 homes a year to keep in the game and

relevant to the coaching clients. I have closed over 3000 homes here and in Hawaii over 32 years in the business. You've been on the market about 6 months and the home isn't sold - isn't it time to try something different?

I will announce your offering again at our KW Team meeting on Tuesday! Good luck

Mike

She Responded

Mike,

Thank you for your explanation of Discount Brokers reputation in the industry. Interestingly, we have had two offers on our property - which we rejected. To your point, the offers were bottom dollar - even after we communicated with the agent that we were not interested in bottom dollar offers and did not want to waste time.

To be honest, we have bought and sold 8 different properties and have formed our own perceptions of agents! We found that often agents want a listing but don't want to do the work of bringing a pre-screened, qualified buyer. 3.5% seems like a lot of money to put a house on MLS and do some basic marketing. We would gladly pay even more for someone who wants to actually sell the house - instead of just list it.

Not trying to be contrary but since you keep replying we might as well continue the conversation! :>)

I would love to know how your model is different; please explain.

Rebecca & Trevor.

P.S. And thanks for putting the house up at your next meeting. We really appreciate the promotion! We would be glad to host an OPEN HOUSE for your agents to come by and give us some feedback.

I responded

From: "Mike Stott" <mike.stott@mac.com>.
To:
Sent: Wednesday, September 5, 2012 8:26:39 AM.
Subject: Re: Saw you lowered you price and reran the ad -

If it worked like that then it would be sold already :)

Let's pretend you have a 15-year-old daughter and it's her birthday next week and you want to have a really nice cake for her party. So to get the best results maybe you go to 6 bakers and say "My daughter is having her 16th birthday party next week and I want a gorgeous cake. Now you six bakers get to work and the one that shows me the most beautiful cake next week will earn my business." How many bakers do you think are going to roll up their sleeves and start working for you?

None will - just like the majority of good agents won't work under the terms you've outlined unless there is no other home like yours on the market and they have a buyer and they find your home on the few hours it's on craigslist!

Let's get together to show you what I can do to actually get the home sold and put more money in your pocket!

Mike

She Responded

Mike,

While I appreciate your analogy, I'm not sure it's an accurate portrayal of real estate. In every typical home selling/buying suituation there is a buyer's commission and a seller's commission -- two bakers actually win. One wins by listing the house, one wins by bringing a buyer. You are just as likely to win with a qualified homebuyer as anyone else who shows the house. I'm sure you can imagine that we have and continue to receive multiple offers of "I can get your home sold!" Bringing a buyer will indeed get our home sold. Why would that not be of interest to you?

Mike, again, we appreciate your persistence. We are sure that persistence makes you a great sales person. A 3% buyers agent commision could be your's and, you can rest assured, there is no home like our's in Lee's Crossing. All you have to do is bring a qualified purchaser who is interested in a beautiful property in an established neighborhood right in the middle of Marietta city.

Finally, our home is listed with Duffy Realty. It is presently on MLS as well as multiple websites. We are promoting the house on Craig's List (and other direct marketing avenues) to increase our visibility. Although a simple search in the MLS system would show that, perhaps you were not aware of our listing with Duffy?

Good luck,

Rebecca & Trevor.

I responded

From: "Mike Stott" <mike.stott@mac.com>.
To: @comcast.net
Sent: Wednesday, September 5, 2012 3:39:52 PM.
Subject: Re: Love the conversation!

I am persistent (hopefully pleasantly persistent and not annoying).

Understand your opinion most agents seem overpaid. The real work begins once an offer come in, the negotiations, the contract, the inspections, t he appraisal etc. -

So that 3% I charge is about 1/3 for finding a buyer 2/3rd for actually getting it to close (no small feat with the number of buyers being denied loans recently) if all it took was basic marketing and putting the home on MLS you'd be sold already. Duffy is a good company.

Pricing is key - I suspect you're a bit overpriced (But I haven't seen your home) It is assessed for $238,000 and sales in Lees Crossing range from $240,000 down to $135,000 this year - It is the second highest on the market - have you obtained a conventional appraisal on the home?

http://fmls.fusionmls.com/DotNet/Pub/EmailView.aspx?r=974139247&s=FML&t=FML

On Sep 5, 2012, at 11:44 AM, @comcast.net wrote:

On Jan 24, 2013, at 6:58 PM, Bob Campbell <Bob.Campbell@KW.com> wrote:
Mike - how do you handle ads that say "call me directly and save any

Realtor commission!" Is that worth a shot or not? Thanks.

Bob Campbell
Keller Williams Realty West
Cell/Direct: 636-795-0032
Office/Fax: 636-229-8532
Email: Bob.Campbell@KW.com
Website: www.CampbellRealtyTeam.com

Absolutely its worth a shot - they are advertising directly to bargain hunters – "Hey Mr Fsbo do you think a bargain hunter will pay a fair price or insist on a good deal?"

Kim got this response

From: Wolfe, Jessica
Sent: Monday, June 11, 2012 1:12 PM.
To: Kim Forsythe.
Subject: RE: your home.

Kim,

We don't have to move, we want to move so we don't really have a timeline. Our equity is fine. We've chosen FSBO because we've used them before with great success and then we get to keep the equity rather than pay a realtor for something we can do just as easily. A short sale hasn't even been considered.

Jessica

Mike –
I'd be interested to see what, if any, response you might give the woman I contacted (emails below). Would you continue to send the emails and keep in touch?

Kim

Kimberly Forsythe, Realtor.
The Right Choice for Your Home.

I'd answer like this (and I might dump them if they are overpriced).

Sounds reasonable and I fully agree no one would pay a commission unless they felt it was a good business decision - when could I stop by to see the home?

Mike

I wouldn't get into the the bulk of work is down after we get an offer accepted speech unless I was face-to-face. Remember the point is to get the appointment.

On Jan 25, 2013, at 8:34 AM, craig@ccunha.com wrote:
Another situation. When a seller says you can come preview, it is always a good feeling. Then you find out he is extremely overpriced, doesn't need to sell (willing to rent it out) and currently has another property with a realtor. He is just trying to do this one on his own. My biggest hurdle is the price he is asking being so high before

adding commissions. Is this common? What do you say to overcome it?

Thank you,

Craig Cunha

Blue Water Realty of SWFL
3624 DelPrado Blvd, Suite B
Cape Coral, Fl 33904
Direct/Cell -239-292-0440
E-Fax - 877-598-4710
craig@ccunha.com
www.craigcunha.com

I call them up before I go out or if I discover they're overpriced at the appointment I ask them "Why do you think your home is worth so much more than the competition?" And then I get on the FSBOs' good side by saying "I think your home is worth it but we will have to get a buyer and the buyers appraiser to believe in your price."

<rex@rexflrealtor.com> wrote:
Mike,

Being from the south, I am all about manners. When you see notes sometimes in CAPS no realtors please, do you hit them with the e-mail with all the marketing info? It seems if you are asking about commission you run the chance of frustrating them and not getting anywhere.

Rex Hunter **Broker Associate, Real Estate Consultant**
Cell: 407-761-9831
www.rexFLrealtor.com

Being pleasant is key to building a relationship and earning the trust of the FSBO (or any client) I have two investors I work with who will buy any property that is a "good deal." I use those investors in cases like this to get in the door. "I have some buyers interested in a house like yours if it fits their parameters for return on investment." It true, it's polite, and it gets the conversation flowing. I've found that about 1 out of 5 "NO REALTORS" postings actually mean it - I don't follow-up with them. The other 4 out of 5 either never respond or turn out to have put that NO REALTORS out there in the hopes that they'll find a buyer more quickly.

A good problem to have

Ok so today I emailed a lot of FSBO's this.
"Hi,
If I brought you a qualified buyer would you be willing to pay my company a 3 % commission?"
My problem is that 15 of them replied yes one even said he'd pay me 5%, and now I'm hyperventilating cause I don't now what to say next? Should I say great when can I come see it?
I would really appreciate the help.

One possible Response

When I hear a seller is willing to pay 5% I immediately make an appt to preview the home (with them being there of course)..and than I ask them "Have any agents taken you up on your offer?" And than I say "Do you know why?" and than I explain to them how I could net them more money (and less work on their end) by letting me list it at 6%..

Sometimes the FSBO even thanks you!

Hi Mike,

I previewed this FSBO. It went great and we hit it off. Wife was ready to sign the listing agreement on the spot and the husband although very nice, was not ready to sell. A few days later I received this email from the wife. How should I follow up? What type of material should I follow up with them with?

Thanks

Francesco Piluso

I want a house and Steve has talked about it so much. Then as soon as he knew that you were coming over, he suddenly developed a case of cold feet. We haven't talked to anyone else, nor do we plan to. We probably won't pursue this for another year, unfortunately. We both really do like our house. We miss not having a yard or a garden or a place for our 6-year old to freely ride his bike, but Steve also likes that we have no yard maintenance.

Can you please contact us in a year? If not, we'll call you back. I have your card and your contact information. Maybe in a year we can get closer to our asking price as well.

Thank you for your time,

Trish

I'd respond like this (this is assuming the loan amount is $250,000).

Wow - thanks for letting me know. I do have one concern to think about.

If the interest rates go up 1% then your "cost" to buy the same sort of new home could go up by $52,560! (3.75% to 4.75% on a $250,000 Loan - see attached spreadsheet for a nifty little calculator.) And if home values do rise then they'll rise of the houses you are looking for too! I truly know this is the best time ever to trade-up! Let's meet to discuss this further. I promise no pressure juts facts and numbers.

Mike

Congratulations Francisco Piluso! I love it when it works and you all let me know! You made my day!

"Just got my first listing today using your Fsbo system. $188,500. Priced well.
Thank you for your support. "

In Fast moving markets you may receive these sort of responses

Hi Mike,

It seems the vast majority answer me back offering only a 1 - 2 % commission...
How would you answer?

"If you bring a buyer in I would pay a commission, but it would be between 1 to 1.5%.
I'm sure this % is too low for you.... Its been too low for other realtors."

Thank you
Steve

I responded
Great Question -

Don't handle it over the phone -

"Thanks for your offer, when can I stop by to see the home?"

If pushed say.

"That's one of the 1st things we'll talk about when we get together, is today at 3 to tomorrow a 4 better for you?"

Remember the FSBO is clutching at straws and making stuff up (1.5% is a lot of money real estate agent swill be happy to find and show and work twice as hard for 1.5%).

Mike

Mike Stott
YourCoachingMatters.com
678-232-0927
mike.stott@mac.com

On Aug 2, 2012, at 10:59 AM, Wesley Warren wrote:

Mike,

the address is in the CL ad. As far as a buyer agent commission goes, I would like to be able to but I am not sure there is any room in there for that because of my loan amount. I am not expecting to get the listed price and I will probably be lowering it a bit, I just paid $340 for it in 2010, but we are moving to the west coast so I have to sell it. If I went with a traditional agent and ended up selling for what I paid with 7% (3.5 per agent) that's $23000 and that doesn't leave me enough to pay off my mortgage, and I lose the $20k I put down, and I lose all the money I put into improvements in the house (another $8000).

so I'm in a tight spot - not exactly sure what I am going to do - And I don't even know if the house would appraise for 340 today like it did in 2010...

If I were to offer a buyer commission, it would have to be around 2% and I would have to get $360 for the house, so the commission would land around 7k.

I'm open to suggestions.

http://www.trulia.com/property/1080674892-1100-Lake-Ridge-Ct-Roswell-GA-30076

I responded

- Wesley
- On Thu, Aug 2, 2012 at 11:30 AM, Mike Stott <mike.stott@mac.com> wrote:

- Ouch - sorry for what the market has done to all of us. Has anyone discussed the advantages and disadvantages of a short sale with you? I've attached a booklet I wrote as an introduction.
-
- Unfortunately the value of the house is what it is - the downpayment and improvements are already gone or not - I'd need to see your home to help evaluate it. I can help you sell it - and net you the most money in today smart - there is some good news out there!
-
- Mike
-
- Mike Stott (R).
-

He Responded

On Aug 2, 2012, at 11:34 AM, Wesley Warren wrote:

Mike,

thanks for the info, I will check it out - but I'm not quite to the point of a short sale yet, I will keep it in mind if it gets to that point.

I responded

Understood - would still like to stop by and see the home - when are you showing it?
Mike

He listed his home with a neighbor – darn it!

On Thu, Jan 31, 2013 at 5:33 AM, Carla Pennington > wrote:
If I brought you a buyer, would you be willing to pay me a 3% commission? And could I have the property address?

From: Robert R Responded
Subject: Re: $129900 / 3br - ****Owner Will Finance**Bad Credit/ No Credit is OK**** (Round Rock)**
Date: January 31, 2013 9:02:54 AM CST
To: Carla Pennington

Good morning Carla,

I would not pay the 3%, only a finders fee...the address is 1800 Farnswood, Round Rock, TX

Robert R
512-

I would reply

Thanks for that - when can I come see the property?

BTW how much if the finders fee?

Remember the goal – Get in the door – this guy is chasing away agents by using this script – once you talk with him face to face you'll know whether to stop or earn his business.

I call them up before I go out or if I discover they're overpriced at the appointment I ask them "Why do you think your home is worth so much more than the competition?" And then I get on the FSBOs' good side by saying "I think your home is worth it but we will have to get a buyer and the buyers appraiser to believe in your price."

Tim Kindem asks

Hey Mike,

So here was the response from a guy who said he would offer a commission. I said "great - when can I swing by for a quick preview of the home?" His response was...

"Most of the information and photos about the house are on the Craigs list web site.
You can certainly drive by to check out the place - it has great curb appeal.
We are not listing it with any realtor, but will go for a one time showing with a qualified buyer.
Thanks for your interest. There is a realtor showing it tomorrow. Hopefully you can bring some potential buyers over to look also."

What's the best response?

I promise I will eventually get the hang of this and won't have to constantly ask for help :^).

Your friend in real estate,
Tim Kindem
Keller Williams

I responded

Explain how you work – there are 5 reasons why I want to see your home and know more about it than just driving by:

Then make him uncomfortable by exposing his "belief" that agents are going to sell his home and that if he does sell through Realtor that he'll net more money. (talk to him about representation, the NAR statistics, why a typical realtor won't show FBSO's, negotiating skills, and the work required after an offer is accepted); ask him why 90+% of all homes that sell huge a real estate agent?

Be comfortable with him being uncomfortable.

I understand you're not looking for an agent right now Seeing your home would help in 5 ways:

1) I or someone in my company might have a buyer for your home – having seen it, I will have a very specific knowledge of the property and will better be able to recognize when it will work for someone that I meet or are currently working with. Networking is a huge part of what I do, knowing your property will help me better assist those people around me.

2) If/when you do sell on your own - having the specific knowledge

about your offering will help me to help other buyers and sellers in our area.

3) When you do sell you might have "extra" buyers you don't need. I'd love to help them find a home to purchase.

4) I know that 4 or 5 out of 10 FSBO's eventually list with an agent and if you get to that point I want to earn the right to interview with you for the job of getting it sold quickly, with the least stress and for the most money.

5) If you end up buying another home here I'd like to help you find it or I can refer you to another great agent anywhere in the country!

When could stop I by?

When I come out I'll give you some marketing tips on making your home more salable and some free or inexpensive advertising venues you could use to try to find a buyer.

Mike Stott (R) CRS.
CDPE

On Jun 28, 2012, at 2:30 PM, Francesco Piluso wrote:
Hey Mike..

How would you respond to someone who seems open to paying the 3%, but when you ask for time to preview the home, don't respond back?

Thanks

Francesco

Just stop by and knock on their door - assuming it's not too far away.

If it's a haul to get there. Keep calling and emailing until you get them and ask when they were next showing the home or hosting an open house.

On Feb 7, 2013, at 12:17 AM, Batya Mishan <batya@batya-mishan.com> wrote:
Hi Mike
I just signed up and trying to go through all the videos and info,I am a little confused as to what to send if I get response to the first email.I sent 6 emails and got 5 responses, one of them is already on the mls with a discount broker.Do I send a request to view together with email #2?

Thanks for your response.

Make it a great day,
Batya Mishan
Real Estate Sales Representative
416-391-3232 (24hr pager)
Cell:416-417-4244

Good job - 5 out of 6 - nice- yes send them your doctored up (with what you want to offer them) FSBO #2 (I generally skip the discount brokers unless they are well-priced and close to me) and say something along the lines of

Thanks for your offer I really appreciate it. When can I stop by and see the home?

FSBO 2 here

Signature

Love this response to the New Car FSBO Email

My house is rented and off the market, but I like your marketing, maybe when I do sell in about 2 years, I'll give you a call.

Sheila Nadler

From: Mike Stott <mike.stott@mac.com>.
To: .net
Sent: Mon, July 16, 2012 11:09:51 AM.
Subject:

A friend needed help buying a used car. Her car had died and she needed a car to get to work. We met at Starbucks and she came armed with her newspaper. We quickly scanned the ads, and I asked her a simple question, do you have to buy a car in the next day or so? She needed a car quickly, she realized she really didn't have the time to call owners in the newspaper, schedule appointments to see and drive the cars, then schedule an appointment with her mechanic to make sure the car was mechanically sound, and finally purchase the car from an individual. I suggested we look at CarMax, there were hundreds of used cars in her price range to look at, they had been checked out by mechanics, they offered financing, and they offered warranties on their cars. Two hours later she drove her "new" used car home.

I thought to myself, how is this different than for sale by owners I

talk to everyday. Simply, it isn't. A buyer's realtor offers all the services to a buyer for free, from finding the right homes to preview, negotiating the contract, handling the mountain of required paperwork, managing the loan process and inspections, and finally getting the home to close.

So to take this one step further, who are the people buying cars from ads in the newspaper?
Have you ever heard the term "tire kicker"? Maybe the buyer who has weeks to spend looking for the best deal? Maybe people who can find a bargain, buy it, and then sell it again on their used car lot? Either way, do you think they are willing to pay top "retail" price for a car?

So how does this lesson in buying a car, impact for sale buy owners? Are tire kickers looking at your home, unqualified buyers, bargain hunters, and investors? Are they going to pay retail (CarMax), or wholesale (ads from the paper)?

Who would you rather sell your home to, a retail buyer or a wholesale bargain hunter?

If you need to net the most money possible - we should meet and talk about what it will take to get you the most possible money in this market.

Mike Stott (R) CRS.
Certified Distressed Property Expert.

And to those of you worried about the Do Not Call (DNC) list

The Do Not Call list is a Call list and specifically prohibits calling -

not emails - or door knocking

To my understanding not a single real estate agent has ever been fined by the FTC for violating the DNC list. There have been warnings to guys who used robodialers but no fines.

Interesting articles here:

http://www.city-data.com/forum/real-estate-professionals/1203640-were-any-agents-brokers-ever-fined.html

http://www.agentsonline.net/forums/ubbthreads.php/topics/380445/Do_not_call_violations.html

An Example of Providing Service- after I saw the FSBO

It was great to see your home and meet you - thanks so much for letting me see it,

Wanted to make sure I didn't forget some of those marketing ideas we discussed yesterday:

1) Get a Second Sign - on the lot that says 2nd Buildable Lot Included in this sale-
2) A New Sign highlighting- 6 Bedrooms - Finished Basement - double lot - $299,000!
3) Advertise you are the lowest priced 6 bedroom home on the market in Roswell! Link to actives 6 bedrooms here:

http://fmls.fusionmls.com/DotNet/Pub/EmailView.aspx?

r=1966063708&s=FML&t=FML

If you decide to list it with a professional (I know you mentioned a friend in the business) I'd like to offer you a no-obligation 2nd opinion to show you what I can do -

I'll announce the home and it's features at tomorrows office meeting.
Have a great day!
Mike

Here's some links to good items to give to fsbos

http://www.nytimes.com/2011/11/09/business/how-a-financial-pro-lost-his-house.html?pagewanted=all

http://www.cbn.com/finance/ramsey060710.aspx