SCRIPTS & DIALOGUES–
EXPIRED LISTING & FSBO SCRIPTS

- Twice a week a postcard goes out to Expireds, and Withdrawns
- Phone calls are made twice a week (if number is listed)
- A knock on the door is made once a week, or as often as possible

JUDY MARKOWITZ
-en-ergiz-ed-
realtygroup

Compliments of JUDY MARKOWITZ
(718) 353-6000
energizedrealtygroup.com



FSBO (in presentation)

I can certainly understand that. (Probe timing needs, safety, ability to screen). Here's what we'll do; allow me fully to help you accomplish this and hold you accountable to your REAL goal of moving by _____.

You hire me today to become your realtor starting _____, and until that time, I will help you in any way I can. I write the ad for you. (Remind them of your experience vs. theirs) I advise you where to advertise, I help you get the house ready and if you find a real prospect, I'll even give you the prequalifying forms I use. If you sell the house in that time you can owe me nothing except your good will and your referrals or you can hire me on my facilitator program. (Explain) And you're probably wondering what's in it for me, right? Well, ***most*** of your callers will be agents accosting you for the listing and you're giving me the security of knowing that in 10 days, if you find FSBO more trouble than it's worth, then I'm your realtor. And if you do sell, I've made a quick raving fan because you'll know I helped you. So either way, it's win-win. Are you ready to get the ball rolling?

FOLLOW THROUGH WITH LISTING AND FACILITATOR PROGRAM