



**THE CLOSE**

# 10 BEST FSBO SCRIPTS

# 1. TOM FERRY'S "APPOINTMENT SETTER" FSBO SCRIPT

Rockstar Realtors converting FSBOs like crazy will tell you that getting in the door is the most important step to getting a listing. If you can set an appointment and get yourself across the threshold of a FSBO's home, you've got a fish on the line. All you've got to do is reel them in.

Of course, getting in the door is no easy task. That's why we love this FSBO script from Tom Ferry.



Ferry uses a market specialist approach to get an appointment. (Source: [Tom Ferry](#))

## FSBO SCRIPT #1

**Agent:** Hi, I'm looking for the owner of the home for sale. This is {your name} with {your brokerage}. As an area specialist, I aim to know about all the homes for sale in the marketplace for the buyers I'm working with. Do you mind if I ask you a few questions about your property?

*Wait for a positive response.*

**Agent:** Excellent! I know the ad in the paper said it had (#) bedrooms and (#) baths. Are the rooms a good size? *Listen to the homeowner's answers to all of these questions. Be interested.*

**Agent:** How is the kitchen? *Listen for their answer.* Have the bathrooms been remodeled? Would you tell me about the yard? Tell me about your neighborhood—has it been a nice place for you and your family? *Let them tell you as much about the home as they want.*

**Agent:** Is there anything else that's important to know?

**Agent:** Sounds like you have a great home. Why are you selling? *Listen to their reason. You may learn something you want to know.*

**Agent:** Where are you moving?

**Agent:** How did you decide on that area?

**Agent:** How much is the new house you're buying? *Listen to their answer. It may give you clues to help you find their pain point.*

**Agent:** You know, with the current market, what are you doing differently to market your house to stand out? *This is where you're indirectly pointing out that they don't understand exactly what real estate agents do and how you can help. They will tell you what they're doing, which probably isn't much. Don't tell them what they should be doing instead. Just listen.*

**Agent:** What else?

**Agent:** So, do you have to sell this home to close on the new one? *This is important. If they do need to sell, they will feel more pressure as time passes.*

**Agent:** If you don't mind me asking, how did you determine your sales price?

**Agent:** OK, so I have to ask. If there were an advantage to using me as an agent to market your home, and it got you a higher sales price, would you consider it? *Let them think on that for a minute. Don't talk in the silence.*

**Agent:** I know you chose to sell your home on your own for a reason, and I respect that. It also sounds like you've got a lot going on and a lot you're trying to accomplish, and I think I can help.

**Agent:** How about we get together for 20 minutes or so? We can discuss your goals and whether or not I could help you achieve them. I have some time on {day of the week} or {different day}, which would be better for you? *Set a day and time that works for both of you.*

**Agent:** I look forward to meeting with you on {day and time}. Thanks again, and have a great day!

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## WHY THE “APPOINTMENT SETTER” FSBO SCRIPT WORKS

First of all, the entire conversation is seller-focused. Every question concerns the seller’s property, needs, and desires. People love talking about themselves. Why not give them that opportunity?

Secondly, the conversation starts with an earnest desire to be more informed about the market and its offerings. Regardless of whether you get this listing, this is valuable information you could leverage with a buyer if the listing doesn’t work out.

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## 2. DAVID HILL’S “WE’RE TRYING TO SAVE MONEY” FSBO SCRIPT

Most FSBO sellers use the do-it-yourself approach for one reason: *saving money*. Check out what [David Hill](#) does to help negate this concern.



Hill’s approach responds to the objection “We’re trying to save money.” (Source: [DavidHill.com](#))

### FSBO SCRIPT #2

**Agent:** Hello, this is {your name} calling from {your brokerage}. I noticed you have a house for sale in my coverage area. Is it still available? *Wait for a response.*

**Agent:** Great, are you cooperating with real estate agents? *Most homeowners will have a negative response to this question.*

**Agent:** Okay, I know the area well and wonder how much you're asking for the house. *Wait for their answer.*

**Agent:** Great! If I had a buyer who would be a fit, would that be helpful for you? *Wait for a positive response.*

**Agent:** Great. I'd like to schedule a time to come by and look at the house to see if it would work for any of our clients. I'd also like to share what we do to help for-sale-by-owners like yourself. Do you have time this afternoon, or would tomorrow work better?

**Homeowner:** *Negative pushback.* Ex. You know, I don't want to work with an agent. If you have someone serious, you can send them by, but I'm not looking to sit down for a sales pitch with an agent.

**Agent:** Sure, I can appreciate that. Let me ask you: Why did you decide to sell your house without hiring a professional agent?

*Wait for their response.*

**Agent:** Yeah, I can understand that completely. Interestingly, 90 percent of the for-sale-by-owners I speak with tell me the same thing. But if I could show you how I could net you the same or possibly even more money by using our services, would that be something you'd be open to? *Listen to their response. Don't talk in the silence.*

**Agent:** So, what is the main reason for your sale? *Listen to their response and reply accordingly.*

**Agent:** And, when will you need to be in {new location}? *Listen to their response. That's their timeline.*

**Agent:** Gotcha, so the clock's ticking for you. And if the house doesn't sell in {#} days, what's your plan B?" *Listen to their answer. They may not be prepared for their home not to sell.*

**Agent:** Oh, yeah, I'd hate to have that happen to you. If I could sell the house, have you break even, and get it done before you have to move, would that be a win for you? *Wait for their affirmative response.*

**Agent:** Okay, perfect. Why don't we meet? I'd love to see if I can do that for you. I'll be 100 percent honest with you. If I can do it, I'll let you know. If I can't, I'll tell you that as well. How does that sound? *Listen for a positive response.*

**Agent:** Awesome, I appreciate that. Does {day and time} or {day and time} work better for you? Perfect! I'll see you then!

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### WHY THE “WE’RE TRYING TO SAVE MONEY” SCRIPT WORKS

Hill does a couple of things that really make this an effective FSBO script. First, he creates camaraderie with the seller, identifying with their needs and commiserating with their pain points.

Also, we love how Hill seals the deal by admitting he may be unable to help them. That sort of openness goes a long way to landing a listing.

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### 3. KYLE HANDY’S “REVERSE SELLING” FSBO SCRIPT

[Kyle Handy](#) takes a no-nonsense approach to steering the conversation with FSBO sellers to productive and thoughtful places. This script is great if you’re in a [competitive market](#) where many agents are pursuing FSBOs.



Reverse psychology can help seal the deal. (Source: [KyleHandy.com](#))

### FSBO SCRIPT #3

**Agent:** Hi, this is {your name}. I’m a Realtor here in {your community/city}. How are you?  
*Wait for a response.*

**Agent:** I saw that your house just went up for sale. I know you're selling it on your own, but I wanted to see if you'd be open to working with a buyer's agent if they can bring you a fully qualified buyer. *Wait for a response.*

**Agent:** Okay, great! Have you already moved, or are you still living in the home? *Wait for a response.*

**Agent:** Okay, got it. So, where are you off to when the home sells? *Wait for a response.*

**Agent:** How cool! And with the current market, you'll probably have no issues selling on your own. But if you're unable to sell for some reason, you'll probably not be looking at other options for at least a few weeks. Is that right? *Listen to their response. They may need a backup plan to move forward. Respond accordingly.*

**Agent:** Well, I'd like to stop by one day this week to take a quick look—either before or after I head to work. What usually works better for you—mornings or evenings?

**Agent:** Okay, I'll tentatively put you on my calendar for {day and time}. If I need to change that, I'll give you a call. Fair enough? *Wait for them to respond affirmatively.*

**Agent:** Perfect! I'll send you a quick email with my resume and contact information. What's a good email address for you? *Be ready to write down their contact information.*

**Agent:** Got it! I'll send that email and plan to see the home quickly {day and time}. Thanks so much!

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## WHY THE “REVERSE SELLING” FSBO SCRIPT WORKS

Kyle's script uses a bit of reverse psychology to let your FSBO seller know that you're not on the phone with them to change their minds but to understand what's motivating them.

This FSBO script works because your offer to help identifies you as an ally—and that relationship is far more likely to turn you into their agent down the road.

## 4. MIKE FERRY'S "DESCRIBE YOUR PERFECT AGENT" FSBO SCRIPT

We all know that Tom Ferry is a powerhouse in the real estate coaching field, but did you know he isn't actually the OG of the Ferry family when it comes to this line of work? His father, Mike Ferry, has run a very successful real estate coaching and mentoring business for over 40 years and has some fantastic information to share on the topic of FSBO scripts.

Check out Mike's strategy for getting your prospect to describe what they're looking for in the agent they didn't even know they wanted.



Mike Ferry uses "describe your perfect agent" to get intel from FSBOs. (Source: [Mike Ferry](#))

### FSBO SCRIPT #4

**Agent:** Hi, I'm looking for the owner of {address}. Am I speaking to them? *Wait for a response.*

**Agent:** My name is {your name} with {your brokerage}. Do you have just a second to answer a couple of questions about the sale of your home? *Wait for an affirmative response.*

**Agent:** First, I'm curious: if you sold this home, where would you go next? *Wait for the homeowner to respond to each question before asking the next one.*

**Agent:** That's exciting! How soon do you have to be there?



**Agent:** Fantastic! How would you rate your motivation to move on a scale of 1 to 10?

**Agent:** Good for you! What methods are you currently using to market your home?

**Agent:** That's great! How did you determine your sales price?

**Agent:** Fantastic! Are you prepared to adjust your price downward when working with a buyer?

**Agent:** Why did you decide to sell it yourself rather than list with a real estate agent?

**Agent:** Makes perfect sense. If you were to list with an agent, who would you list with?

**Agent:** Fantastic! How did you pick that agent?

**Agent:** Good for you! If you were to list with an agent, what would you expect the agent to do to get your home sold?

**Agent:** How long will you consider interviewing for the right agent to sell your home?

**Agent:** Excellent! What must happen before you consider hiring a powerful agent like myself for the job?

**Agent:** Tell you what: How about we schedule a date for me to chat about your home after {future date}? If you sell it before then, great! If not, let's talk about what I can do for you. How does that sound?

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## WHY THE "DESCRIBE YOUR PERFECT AGENT" FSBO SCRIPT WORKS

There is a reason Mike Ferry has been around for so long: this script is a sly way to get your prospect to give you a roadmap of what it takes to get hired. We love how he gets the FSBO to drill down into what will be important in an agent.

Also, even though it isn't a listing appointment immediately, it gets a date on the calendar that you can follow up on later and keep communication going in the interim.

## 5. BREAKTHROUGH BROKER'S TRANSPARENT FSBO SCRIPT

In our experience, FSBOs typically have a nose for BS, so if you're not being honest about why you're contacting them, they can probably sniff it out. To quickly build trust with FSBO sellers, try this authentic approach from [Breakthrough Broker](#). It's simple, straightforward, and effective.

### FSBO SCRIPT #5

**Agent:** Hello {seller's name}. My name is {your name}, I'm a local Realtor, and I absolutely love selling homes. I am calling to introduce myself and, in full transparency, say that I want to sell your home. Obviously, if you can sell it yourself, it would be great—you would save money on commissions and possibly bring home more of your equity.

**Agent:** But if you run into any obstacles, questions, or problems dealing with a buyer who may have a lot of experience in real estate, you may want the expert advice of a Realtor. And I would love to be that person. Here is my information. *Give the home seller your contact information.*

**Agent:** Is now a bad time to ask you a few questions about your home?

**Agent:** Have you made any awesome upgrades throughout the years?

**Agent:** What do you love most about living in the home?

**Agent:** What is the best thing you can say about the neighborhood? *Get your homeowner talking about the home to build rapport and establish trust.*

**Agent:** Do you mind if I keep in touch with you? I have learned many lessons over the years in selling homes. If you want, I can send you emails over the next few weeks to share some of them. I think some could help you. No catch, just some good strategies.

**Agent:** If you need anything or have any questions, you can always contact me.

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### WHY THE TRANSPARENT FSBO SCRIPT WORKS

This interaction immediately establishes trust between you and the FSBO seller, putting him at ease. Most agents will try to win an appointment by any means necessary, possibly telling half-truths to get it done. Is it any wonder why FSBOs go on the defensive at the first hint of the word "realtor?" When you use a completely transparent script, not hiding your intentions, the person on the receiving end is much more open to hearing you out.

## 6. FIT SMALL BUSINESS'S 'OLDER FSBO' SCRIPT

Sometimes, an FSBO listing will sit and become stale on the market, which presents a unique set of challenges for the seller and opportunities for the agent. Check out this Fit Small Business FSBO script explicitly designed for properties that have languished on the market for a while:

### FSBO SCRIPT #6

**Agent:** Hi there, I'm {your name} from {your brokerage}, and I noticed your home for sale in the neighborhood. Are you the homeowner?

**Agent:** I know you've likely had agents calling, so I want to take up only a little of your time, but I noticed it's been on the market for {approximate time on the market}.

**Agent:** When are you planning on moving?

**Agent:** Where are you heading?

*Respond nicely or ask a few more questions about their plans.*

**Agent:** I was calling to ask if you were open to working with buyer's agents. *Wait for a positive response. If they are uninterested or have decided not to sell, thank them for their time and move on to the next prospect.*

**Agent:** Can I come by to take a look at your property to see if it is right for some buyers I have in the area?

**Agent:** Is there a time you'd be open to showing me around your home and me sharing some information in case you can't get it sold on your own?

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### WHY THE "OLDER FSBO" SCRIPT WORKS

Many FSBO sellers have yet to learn how long it should take to sell a property, make a price adjustment, or begin considering other options. This script works because it lets the seller know there is help available. This conversation lays out your professionalism and knowledge without being pushy or salesy, which allows the seller to see your value.

## 7. AGENT MASTERMIND'S "I'VE GOT A BUYER" FSBO SCRIPT

If you're an agent with many buyers, you need a few for sale by owner scripts that get you in the door of FSBO homes, otherwise known as near-exclusive listings unknown to the rest of the market. This short-and-sweet buyer's agent script from [Agent Mastermind](#) should always be in your back pocket.

### FSBO SCRIPT #7

**Agent:** Hello, may I please speak to the homeowner for sale at {address}?

**Agent:** I understand you're selling your home on your own, and I'm not trying to interfere with that. I was just wondering, are you cooperating with buyer's agents?

**Agent:** Let me clarify that. When I say "cooperating," I mean that if I am working with a buyer who makes an offer, are you willing to pay the buyer's agent commission? *Listen for them to make an affirmative response.*

**Agent:** OK, that sounds great! Can you tell me a little bit about your home?

**Agent:** That sounds really nice.

**Agent:** I've got a couple of buyers right now that I think would be interested. Is there a time I could come by and take a look at the property before bringing my clients through?

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### WHY AGENT MASTERMIND'S "I'VE GOT A BUYER" SCRIPT IS EFFECTIVE

This FSBO script works because it does a great job of communicating in a non-threatening way while sounding serious and professional. Remember, your FSBO prospects may not know real estate agent lingo, so when you use a term like "cooperating," make sure you can explain it in layperson's terms.

A quick word of advice—never use the "I've Got Buyers" script if you don't *actually* have buyers. Misrepresenting yourself will only damage your relationship with an FSBO seller, making them think you're bringing buyers to see the home. It's better to be transparent than to damage your reputation and look unprofessional.

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## 8. BREAKTHROUGH BROKER'S "CHOOSE YOUR OWN ADVENTURE" FSBO SCRIPT

The [Breakthrough Broker](#) takes the FSBO script and turns it into a flowchart so you can alter your approach midstream if necessary. This script gives you the confidence to pivot if the conversation doesn't go as planned.



### FSBO SCRIPT #8

**Agent:** Hello, I'm calling about the home for sale at {property address}. Is it still available?

#### NO

*If the house is under contract, you can end the call or ask them if they accept backup offers. If they are accepting backup offers and your clients are interested in a backup position, you can follow the script.*

#### YES

**Agent:** Okay, my name is {your name} with {your brokerage}, and my pre-qualified clients, {client names}, asked if I would mind calling you because they think they might be interested in your home. Is it available for viewing?

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#### NO

*If they tell you they do not want to work with any agents, you can ask them why or say, "I assume you don't want to work with an agent so you can avoid paying a commission?" If they answer yes, reply, "If I could structure the deal so your proceeds after closing were not affected by my commission, is that something you would consider?" If they answer yes or maybe, then continue with the script.*



### **YES w/Conditions**

*If they have conditions, such as the buyer will have to pay your commission, let the seller know that you will inform your clients. Stay away from negotiating anything before your clients have seen the home. Those things can be addressed if they are interested.*

### **YES**

**Agent:** Fantastic! After {client names} have seen the home, would you be comfortable having me be involved in the transaction if they are interested?

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### **YES**

*Set a time and date to view the property.*

### **ANYTHING OTHER THAN YES**

*Return to the second "no" response.*

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## **WHY THE "CHOOSE YOUR OWN ADVENTURE" FSBO SCRIPT WORKS**

You can practice your script all you want, but what happens when the seller says no? This script will help any agent pivot when faced with objections. It works because the flowchart gives you a ready answer to get past that first no, which is often the toughest roadblock for real estate agents to overcome.

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## **9. THE CLOSE'S "MEETING A SELLER IN PERSON" FSBO SCRIPT**

Many FSBO scripts are about securing an in-person meeting. If you're already face-to-face, you've won half the battle. This script, created by The Close experts, asks the right questions to learn why they've listed FSBO and their pain points. Once you learn their motivation, you can tailor your pitch to their needs.

### **FSBO SCRIPT #9**

Assume a conversation with a friend, acquaintance, or someone next to you in line naturally comes to real estate:

**Seller:** You're a real estate agent? We just listed our home for sale.

**Agent:** Really? Tell me about your property! I might have a buyer.

**Seller:** We listed ourselves for {list price}. *Let them tell you about the features and amenities of their home.*

**Agent:** That sounds lovely! How's it been going, listing it yourself?

**Seller:** *Listen to their answers. You'll hear cues that their expectations and reality aren't meeting.*

**Agent:** Tell me more about that ... *Let them talk about their disappointments.*

**Agent:** What made you want to list it yourself?

*They will eventually mention saving money on commission for an agent. Wait for it.*

**Agent:** That makes sense. Let me ask you this: If saving money is your main motivation for selling by owner, what if we could work out a deal where you're netting the same as if you didn't have to pay commission? Would you be interested in someone taking all that work off your hands? *Wait for a positive response.*

**Agent:** Great! Can I come by {day and time} to see the place and talk numbers?

**Seller:** That works for me!

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## WHY THE "MEETING A SELLER IN PERSON" FSBO SCRIPT WORKS

This FSBO script works because you keep the conversation casual and ask questions, which builds rapport. You become more of a friend and ally than a salesperson hawking a service. The discussion sets you up to make a pitch to solve their problems and get your foot in the door.

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## 10. JODIE CORDELL'S FSBO SCRIPT FOR A FLYER OR POSTCARD

Jodie Cordell penned a script to use on a flyer or postcard that will not only advertise your services, but reveal the risks involved in selling on one's own.

### FSBO SCRIPT #10

What would it be like to sell your home and **lose \$55,000** in the process?

Believe it or not, many homeowners lose thousands of dollars when they sell independently. The truth is, selling your home without a Realtor could cause huge losses, like in the scenario I just described.

I recently helped some homeowners, just like you, sell their homes for over the asking price in your neighborhood. My clients ended up with multiple offers and got to choose which offer they liked best.

I'd love to talk to you and learn how I can help you get the same results.

Coffee on me.

{your name and contact info}

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## WHY THE FLYER FSBO SCRIPT WORKS

FSBOs often feel like the buyer got the better end of the deal—this warning and offer to help strikes just the right chord. We're especially partial to the "coffee on me" bit. It's a great way to set up that first in-person meeting—who doesn't want a free cup of coffee?