

Goal - what does this accomplish? What should the outcome be?

System - activities, autoplans, tasks/reminders

Models - Mindset around the LGL (scripts, activities, objections)

Tools - scripts, marketing/deliverables, best practices, trackers, data & dialer

Take a minimum of 10 “verified” FSBO prospects through the following process each week:

If there are less than 10 “verified” FSBO prospects to take through the process, take all available prospects through the process.

“Verified Prospect” - A true fsbo listing where we have a valid phone number & address

Use the dialer daily for one hour (minimum) calling new and old attempted contacts/unqualified prospects.

***Dialer report to be sent to coach weekly prior to 1:1**

Possible outcomes:

1. Contact & set listing appointment/ walk through
 - a) Obtain email address, send confirmation email & calendar invite
 - b) Create Market Report (frequency 1/week)
 - c) Apply applicable follow up task(s) should the appointment not result in a signed agreement.
2. Contact & no appointment is set
 - a) Obtain email address with permission to follow up
 - b) Create Market Report (frequency 1/week)
 - c) Apply **“FSBO Follow Up”** Auto-Plan
 - d) Apply Recurring follow up Task manually (see task best practices)
3. Attempted contact and would like to engage
 - a) Apply **“FSBO Engagement”** Auto-Plan

“FSBO Long Term Follow Up”

*Manually enter “verified prospect” into Brivity. Enter all contact information, notes, tags, lead source, status (Hot, Nurture, Watch, Unqual, etc.), & apply appropriate action plan or task.

Follow up TASK Best Practices: * This will be in the instructions and notes within the auto-plan in Brivity

- Set follow up activity task based on a specific date (priority 1) *apply recurring follow up task
- Set follow up activity task on a general day in the future (priority 2) *apply recurring follow up task
- Set follow up activity task at a future date with the prospect not expecting follow up (priority 3) *apply recurring follow up task

“FSBO Follow Up” Autoplan

This plan is to be used in conjunction with recurring tasks added for phone call follow-up based on your conversation with the FSBO while not able to set an appointment.

Day 0:

Email: [Everything Selling Around You]

To-do - Send handwritten note (See below: Notecard #3)

To-do - Create Market Report (frequency 1/week) [Instructions: <https://info.brivity.com/knowledge/set-up-market-reports>]

To-do - Add recurring task for follow up depending on Hot, Nurture, Watch (2-3x per week if Hot)

* Hot, Nurture, Watch (recurring task instructions will be within the auto-plan in Brivity)

Day 21:

To-do - Verify not listed in MLS

To-do - Adjust recurring task if necessary

To-do - Send handwritten note (See below: Notecard #4)

Day 30:

To-do - Apply FSBO Long Term Follow Up Autoplan

“FSBO Engagement” Autoplan

Day 0: (5 attempts/contacts)

To-do - Search Been Verified for email address & proper phone number; enter information into Brivity

Call - (twice) Priority 1

To-do - Text w/ Script: *Calling about your home that is for sale. When would be a good time to connect?*

Email - [Everything Selling Around You]

To-do - Create Market Report (frequency 1/week)

Day 1: (4 attempts/contacts)

To-do - Verify not listed in MLS

Call - (twice) Priority 1

To-do - Text w/ Script: *Is the home on [Address] still available for sale?*

To-do - Create CMA in Brivity & drop off at door

To-do - Friend/follow on social media & send DM (See script below: Social Media Direct Message 1)

Day 2: (3 attempts/contacts)

Call - (twice) Priority 1

To-do - Text w/ Script: *Did you get the information I dropped off?*

To-do - Send handwritten note (See script below: Notcard #1)

Day 3: (1 attempt/contact)

To-do - Text w/ Script: *Is this the owner of [Address]?*

Day 5: (3 attempts/contacts)

To-do - Verify not listed in MLS

Call - (twice) Priority 1

Email - “ 10 things to do before you list your home” [Create Template] Rebrand e-Book

Subject Header: 10 things to do before you list your home

Hi {{recipient_first_name}},

I thought this might be helpful since you're trying to sell your home. If there's anything I can do to help, please let me know. I have an open house strategy that could help you get more exposure. Feel free to reach out anytime if you'd like to learn more about it.

Thanks!

Day 8: (2 contacts)

Email - [Market Report]

To-do - Text w Script: *Have you had a chance to look at that market report I put together for you? It shows all the current activity around your house including every active home, all the pending homes and anything that's sold in the last 30 days.*

Day 10: (3 attempts/contacts)

To-do - Verify not listed in MLS

Call - (twice) Priority 1

To-do - Drop off printed e-book [A Guide To Selling Your Home In Any Market...]

*Rebrand needed

Day 12 (3 attempts/contacts)

Call - (twice) Priority 1

Email - [Are You Available?] - Template in Brivity already

Day 14 (3 attempts/contacts)

Call - (twice) Priority 1

To-do - Text w/ Script: *Hi {{recipient_first_name}} - I've been reaching out to you for a few days and haven't heard back yet. Are you still interested in selling your home?*

To-do - Create task for regular follow up (every other week, or monthly)

Things to think about:

- If you DK/drop off and it's vacant (make note so you can look for mailing address)

- Send handwritten note to their mailing address not site address if non owner occupied
- Use Been Verified to improve contact record details
- Partners need handwritten notecards (marketing dept)
- Changing data flow system - all partners with their own data and dialer, then apply LGL system?

“FSBO Long Term Follow Up” Autoplan for One Year

Day 0:

To-do - Verify not listed in MLS

To-do - Adjust frequency of market report to once per month

Call - priority 3

To-do - Text check in

Day 15:

To-do - Verify not listed in MLS

Call - priority 3

To-do - Text check in

Day 30:

To-do - Verify not listed in MLS

Call - priority 3

To-do - Text check in

Day 45:

To-do - Verify not listed in MLS

Call - priority 3

To-do - Text check in

Day 60:

To-do - Verify not listed in MLS

Call - priority 3

To-do - Text check in

Day 90:

To-do - Verify not listed in MLS

Call - priority 3

To-do - Text check in

Day 120:

To-do - Verify not listed in MLS

Call - priority 3

To-do - Text check in

Day 150:

To-do - Verify not listed in MLS

Call - priority 3

To-do - Text check in

Day 180:

Verify not listed in MLS

Call - priority 3

To-do - Text check in

Day 210:

Verify not listed in MLS

Call - priority 3

To-do - Text check in

Day 240:

Verify not listed in MLS

Call - priority 3

To-do - Text check in

Day 280:

To-do - Verify not listed in MLS

Call - priority 3

To-do - Text check in

Day 310:

Verify not listed in MLS

Call - priority 3

To-do - Text check in

Day 340:

Verify not listed in MLS

Call - priority 3

To-do - Text check in

Day 365:

Verify not listed in MLS

Call - priority 3

To-do - Text check in

PHONE SCRIPTS

Friday Script

I was just following up with you to see if you were planning on holding an Open House this weekend?

It has been a very busy week in real estate, and I'm sure you'll have lots of showings this weekend.

Is there anything I can do to help?

Do you have your market statistics and comps ready for buyers when they tour your home?

Monday Script

I wanted to call to see if you received any offers on your home?

I had a very busy weekend in real estate, so I'm sure you were swamped too. How was your traffic?

If not great:

That surprises me. Things were very busy out there.

My concern is that you just aren't getting your home exposed to the agents or the 87% of buyers that are working with agents.

Are you ready to have a quick conversation on what we would do to market your home?

If traffic was great:

Excellent. I am surprised that you don't have an offer yet then. I am sure you'll be getting one in the next 24 to 48 hours. Motivated and real buyers are not waiting in this market.

Do any of the buyer's you met need help with financing?

I'll check in with you in a couple of days to see how many offers you received!

Did you notice the house at _____ went pending?

We are negotiating an offer on _____ as well.

Well, I'll check in a few days to see if anyone that stopped in this weekend writes an offer!

In the meantime if you'd like to get together to have a quick conversation on what we would do to market homes...and how that plan has sold hundreds of homes this year, I'd be happy to set that up!

Additional Scripts FSBO Script

Hello and thank you for taking my call.

This is [Your Name] with Keller Williams Realty and I'm calling so I know about all the houses on the market, not just the ones on Multiple Listing Service. -

May I ask where you are moving to?

How soon do you need to be there?

What price are you asking for your property?

How did you choose the price?

How long have you been trying to sell your house by yourself?

Are you willing to drop your price when working with a buyer?

What type of marketing are you using to sell your house?

Would you be interested in learning how to better market your home?

If "Yes":

Great. One of our agents could come by and show you at 3:00pm or would 4:00pm be better? That way I can share with you ideas that may help sell your home... and I can tour your home in an effort to preview everything currently on the market.

If "No":

Last year only 6% of the homes that sold across the country were sold by the owner. If we could show you a way that you could net more money by doing business with us, would you do so?

If "Yes":

Great. One of our agents could come by and show you at 3:00pm or would 4:00pm be better? That way we can share with you ideas that may help sell your home...and we can tour your home in an effort to preview everything currently on the market.

If "No" again:

I understand...And do you feel that you're competitively priced? Is anyone sending you a weekly update of your market area so you can stay on top of what's going on in the neighborhood...and what price adjustments your neighbors are making? If we got together and I shared with you an up to date Supply & Demand Analysis of the neighborhood would that be of value to you?

Final Effort: Is there anything at all that we can do to assist you while you are selling your home on your own? We are more than happy to give advice on marketing or help you with all that paperwork when the time comes. You are more than welcome to reach out. What's a good email address, so that I can send you our contact information?

FSBO Potential Buyer Script

When I stop by on _____, I'd like to bring a list of properties that match the criteria of the home that you are looking for.

So, tell me, what part of town are you most interested in?

What style of home are you after?

How many bedrooms and bathrooms?....

FSBO Tough Close

There are 4 types of buyers in the market place. May I explain?

1. There's the relocation buyer. This is the type of buyer that we go after and target as Realtors working on behalf of our sellers. That buyer is rock-solid. They're coming into town to buy a home and they know they're only here a limited amount of time, so they want to see as many houses as they can that fit their criteria. They are very qualified to buy but don't have time to try and find a home on their own. They want a realtor to find and show them as many homes as they can. That buyer won't call you as a FSBO, they don't have the time.

2. The second type of buyer is very cautious. They need someone to hold their hand through the process. They will usually call a realtor to make sure they have someone to help them make the right decision.

3. The third type of buyer will typically call you. They are discount buyer and once in a while the investor. They usually don't want a professional involved that knows the true value of the home. They want to go out and get a house as cheap as they can in hopes that the seller doesn't know any better.

4. The fourth type of buyers is the unqualified buyer. That buyer may call us first, but after we have them meet with a lender and found out they can't buy right now, the realtor decides not to work with them. So they do their shopping on their own and contact For Sale By Owners to look at and shop.

So you can see of the 4 types of buyers, the last 2 are the type that FSBO's typically get...and that is why just 6% of all homes sales across the country last year were sold For Sale By Owner... and the majority of those were sold by the owner to another family member or friend that wanted to buy their house, or at a steep discount to an investor or discount buyer.

EMAIL SCRIPTS

Email Message #1

Subject: Not All Real Estate Agents Are The Same

The amount you pay, the length of your contract, and the service you receive when selling your home can vary greatly from agent to agent, and company to company. It is important to know that you have options and choices when working with me. Part of my personalized service includes customizing a home selling program specifically to meet your needs. Your financial desires, your target moving date and other personal factors are all taken into account when pricing and marketing your home. Call me at _____ or visit _____ to learn more about the difference I can make.

Yours truly,

Email Message #2

Subject: I May Have a Buyer For Your Home

That's right. Because I am the real estate expert in your neighborhood, I can offer advantages that other agents cannot, including:

- An advanced knowledge of the key selling points of your neighborhood
- A list of neighbors and past clients that live in the neighborhood, who can help us find the right buyer for your home
- A marketing program that constantly advertises your home and attracts potential buyers from around the area and around the world

When you are ready to officially list your home, please remember, your agent matters.
Call me at _____ or visit _____ to learn more about the difference I can make.

Yours truly,

Email Message #3

Subject: Interview An Agent

Before you decide to put your home on the market with an agent, be sure to ask these questions:

- How many homes do you sell each year in my neighborhood?
- What strategies will you use to find a buyer for my home?
- How do you help me determine the correct asking price for my home?
- What type of communication can I expect from you?

My home seller guide details these answers, plus other important factors that have successfully met the needs of home sellers in your neighborhood.

Call me at _____ or visit _____ to receive a FREE copy of my home seller guide.

Yours truly,

Email Message #4

Subject: Tips for Selling Your Home

Most homes fail to sell for one of three reasons: price, condition or staging. Selling a home on time for the best price typically requires a real estate professional who knows the market, understands marketing at a high level, suggests the right improvements to capture the most equity, and targets the perfect buyer. I am the real estate expert in your neighborhood and I would be happy to put that expertise to work for you.

If you are thinking about increasing the exposure and marketing for your home, I'd love to set up a time to connect with you.

To get a FREE copy of my home seller guide, call me at _____ or visit
_____.

Yours truly,

NOTECARD SCRIPTS

Notecard #1

Just wanted to send a quick note to check in about your home that is on the market. I left you a few messages but I know how busy people are. It looks like you are committed to getting it sold and I'd like to help. Please call me back so we can have a quick conversation about your plans.

You can call me at _____.

Thanks,

Notecard #2

I wanted to send another quick note to connect about your home that is still on the market. I was surprised that it has not sold, but would love to share a few ideas that might help. I have helped a few of your neighbors so I'd love to connect briefly to see if I can help you too!

You can call me at _____.

Notecard #3

It was great connecting with you the other day. I'll continue to keep you up-to-date with what's happening in the market around your home and please let me know if you have any questions along the way.

You can call me at _____.

Notecard #4

It's been a few weeks since we last connected and I noticed your home is still not on the market. Please let me know if there's anything I can do to help get your home sold.

You can reach me at _____.

SOCIAL MEDIA DIRECT MESSAGE

Social Media Message #1

Saw your house come on the market and wanted to connect to show you how we can help you get it sold. You've probably seen our sign in your neighborhood many times, but we haven't had the opportunity to meet or connect yet. Feel free to call me at _____ or feel free to Direct Message me as well.

Social Media Message #2

I wanted to connect again about your home that is still on the market. I thought I'd send you a brief overview of what we can do for your home. It's a system that has helped hundreds of homeowners sell, many of which are your neighbors.

(LINK DIGITAL LISTING PRESENTATION)