

1. Hi, I’m calling about the home for sale. Are you the owner? (Yes) Excellent!

2. This is \_\_\_\_\_\_\_\_\_\_\_\_\_\_ with Trend. I work with a ton of buyers in your area…and I was wondering …Would it be crazy for me to preview the home for one of my buyers?

(No)

OK Fantastic!

3. My buyers are looking for some simple video of the homes, When would be the best time for us to get together \_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_ at 3:00? Excellent!

Trend has over 100 buyer leads/month in our market, there is a very solid chance that we can bring a buyer to one of these homes.

Send the video and pics to our buyer database strategically and we’ll see if the home works.

If so, excellent you’re on the way to a sale.

If not, continue to build rapport, stay in touch and follow up. If you do this and do a good job you’ll be in great shape to position yourself for a possible listing.

Everyone in town who calls, just calls for the listing. Try bringing one of our buyers. Be different...do more. Provide service. Then...over time...stay in touch...and do what you can to help them. Eventually many of these owners can become listings.

Most FSBO’s fatigue of the process and hire an agent. Be the agent with buyers.