

Cold Calling Script for FSBO Leads

INTRODUCTION

Hi, is this the owner of the home for sale at [Property Address]?

(Wait for confirmation)

Great! My name is [Your Name], and I'm a local real estate agent here in [Your City/Area]. I'm not calling to pressure you into listing-I'm simply reaching out because I noticed your home is for sale and wanted to see how things are going.

ENGAGE WITH THEIR EXPERIENCE

Have you had much interest or any serious buyers so far?

What platforms are you using to market the property?

Are you handling showings and negotiations yourself, or do you have someone helping?

(Listen actively and take notes.)

PROVIDE VALUE

I work with buyers regularly and sometimes they don't find FSBO listings because they aren't always on the MLS. If I had a buyer who could be a fit for your property, would you be open to letting me show it?

Also, I have a complimentary FSBO guide that includes tips on staging, pricing, and handling offers-would it be helpful if I emailed or dropped that off for you?

GENTLY POSITION YOURSELF

Most FSBOs I speak with are doing a great job on their own, but some eventually decide they want backup or more exposure. If that ever becomes the case, I'd love to be your go-to agent. No pressure-I just want to be a resource in the meantime.

CLOSE GRACEFULLY

What's the best email or number for me to follow up with the FSBO guide?

I'll check in with you in a couple of weeks unless I hear from you first-sound good?

Thanks so much, and best of luck with the sale!