

Working a FSBO

- !**Identify seller and confirm ownership**
Check taxes on MLS and reverse tele search on www.infousa.com to determine you are talking to the right people

- !**Check for property history on MLS**
You should research if there is a history on MLS, they may be an Expired listing, it may advise you of property data

- !**Determine where they are moving**
Think referral, Century 21 probably has an office there and you can help them speed up and streamline the new house hunt

- !**Compare price to the market**
Do a Competitive Market Analysis and offer it to them to help them determine price and show your market knowledge

- !**Get them your card and brochure**
Keep your name and contact information in front of them, they will either sell the house to a friend or neighbor in 2 weeks or list it

- !**Set an appointment to see house**
As a local specialist you may have a buyer now or next week, you should preview the house for a potential buyer or for help doing the CMA

Hello this is _____ from Century 21 All-Pro, I noticed that you're trying to sell your house yourself How much are you asking for it? Wow, that seems a little (high or low), how did you determine the price? I really should drop you off a market analysis for your house, it will only take me a minute to do. When would you like me to drop it off? Why haven't you listed your house with a Realtor?

Where are you moving to? Oh, Century 21 has an office there, I can have that office send you some information on the area and house prices with no obligation at all. What kind of house are you looking for?

Most homes are shown between 9 & 5, are you available to show your house then? If not you are eliminating most of the market. I will put my card and a brochure that will give you some tips on how to sell your house yourself in the mail today.