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The “Fizbonanza” Script

Author:

Levi Jones

Scenario:

FSBO Script

Impact:

1:2 calls will result in a flipped Zillow listing + 5-10 buyer leads per week

Setting the Stage

Low pressure FSBO cold-call script that offers them a simple service and allows you to help them (and you) before you secure the listing

The Script

ME: Hi, my name is (Name) with (Company). Are you the owner of 123 Main St.?

PROSPECT: Yes...

ME: Okay great, can I come by to take a video of the property this week?

PROSPECT: Um... sure I guess...why?

ME: I have several out of town buyers I'd like to show the property to. I prefer not to drive out to the same house more than once.

PROSPECT: Okay no problem

(We find that FSBOs are often suspicious of others' motives and might ask for additional proof of what you're telling them. You can offer to text them a picture of your REALTOR ID card and business card so that they know that you are who you say you are.)

ME: (Go to house and take photos and few short video clips. Use [Listing Cake](#) to create an awesome video tour from your phone. Wait a day and call back.)

Hey, it's Chris again. Thanks for letting me come take a video. It's a beautiful property! Why in the world are you selling it?

PROSPECT: (Sellers tells you motivation and timeframe for selling.)

ME: Okay, I understand. Well look, I've put together a professional video tour of the property. Are you interested in seeing it?

(They always say yes.)

Okay I'll email it to you. What's your best email?

(Seller gives email.)

I'll send it over. By the way, you can share this link on Facebook and ask your friends to share it as well. Often times, you'll get enough traffic to the page to find a buyer.

(Seller agrees.)

There's also a way you can connect with more buyers on Zillow by the way. I'm sure you noticed that they put their "premier agents" right next to your listing and your contact info is ALL the way down at the bottom of the page...

(Seller agrees and grumbles about Zillow.)

Well we have a way of branding the lead photo so that people can text you for a free video tour. That's what everyone wants anyway. There are two ways you can do it. They can text you directly and you can text them back the link...

Or we have a text auto responder service that will do it automatically. Some seller prefer this so they don't have to reply to texts in the middle of the night or all day at work.

Which way would you prefer it?

(Seller tells you their preference. 9 out of 10 times they choose your text auto-responder. Boom! Free buyer leads from Zillow! But no matter what they pick, you are creating an AMAZING relationship and establishing yourself as a marketing GENIUS.)

Okay cool, I'll make the image and email it to you. All you have to do is upload it to Zillow as the first photo on your listing. I'll send you the instructions in 15 minutes.

PROSPECT: (Sometimes they'll ask...)

Why are you doing this? What's in it for you?

ME: Well, I actually am a straight up nice guy and I like helping people. But when this service connects you with more buyers it will connect me with more buyers too. One of them will buy your home...the rest I'll help find another home. So it's more than one win for us.

Give me an hour and I'll email you the photo. Talk soon.

(Use freephotobranding.com to superimpose listing photo.)

About the Author



LEVI JONES

Levi is a co-founder and head coach at Guerilla Realty. He has personally coached thousands of agents in lead generation techniques as well as online lead prospecting.

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