

FSBO Script Pack

7 openers, follow-ups, and objection handlers for for-sale-by-owner sellers

First contact and follow-up scripts

- 1 First call, no-pitch opener. Removes pressure by leading with buyer representation rather than a listing pitch.

Hi, this is [Your Name] with [Brokerage]. I noticed your home at [Address] is for sale by owner. I am not calling to list it. I work with a few buyers in [Neighborhood] who have not found the right fit yet, and I wanted to ask: are you open to cooperating with a buyer's agent if I bring you a qualified buyer?

- 2 Market-data opener. Lead with data the seller can use right now, not a pitch.

Hi, this is [Your Name]. I am a local agent in [Area] and I track sales data for your zip code every week. I wanted to share something useful for your pricing. The last three homes that sold on your street went for [Price 1], [Price 2], and [Price 3]. Would you have five minutes to talk through how your home compares?

- 3 Buyer-agent bridge. Use after first contact. Showing activity builds trust and keeps the relationship open.

Hi [Name], it is [Your Name] again. I have a buyer coming in from [City] this weekend who is pre-approved for [Price Range]. They are looking specifically in [Neighborhood]. I would love to show them your home Saturday morning. Would 10 a.m. work for you?

- 4 Voicemail drop. Keep under 20 seconds. Naming a specific next step increases callback rates.

Hi [Name], this is [Your Name] with [Brokerage]. I have a buyer interested in your area, and I wanted to share some local comps before your weekend open house. I will try you again tomorrow, or feel free to call me at [Number]. Thanks.

- 5 Day-3 follow-up call. Offering data with no obligation reframes you as a market advisor.

Hi [Name], it is [Your Name] from [Brokerage]. Just circling back. I know you are managing showings and inquiries on your own, which is a lot. I pulled the sold data for [Street / Neighborhood] from the last 60 days. Would it help if I sent that to you, no obligation attached?

- 6 Appointment ask. Name the specific time. Open-ended offers get deferred; a concrete time gets a yes or a counter.

[Name], you have been managing this on your own for [X] weeks, and I respect that. I would like to offer you a 20-minute market analysis at your home: no listing presentation, no pressure. I will show you exactly where your price sits against the active competition and the recent sales. Would Thursday at 5 p.m. work?

- 7 Re-engage after 30-plus days on market. Price and days-on-market data give the seller a concrete reason to reconsider.

Hi [Name], it is [Your Name]. I see your home has been active for about [X] days. A lot shifts in the market over a month. Two comparable homes on [Street] just accepted offers at [Price]. I would love to show you that data and talk through what has changed. Would you be open to a quick call this week?

Objection handlers

I do not want to pay a commission.

I understand the goal of saving money. Here is one number that is worth knowing: the median FSBO sale price last year was \$360,000, compared to \$425,000 for agent-listed homes, according to NAR's 2025 research. That is a \$65,000 difference. Even after a full 6% commission on \$425,000, the net to you typically exceeds the FSBO net. The commission tends to pay for itself when the price is right.

I already have a buyer interested.

That is great news. Keep me in mind as a backup. Buyers fall out of contracts, and having a licensed agent handle the purchase agreement protects you either way. If your buyer does not perform, I can have a qualified replacement in front of you within 48 hours.

I can handle this myself.

A lot of sellers can handle the marketing side. The part that gets complicated is the negotiation and contract period. Would you be open to a 15-minute call where I walk you through what to watch for in a purchase agreement, even if you do not list with me?

I had a bad experience with an agent before.

I hear that often, and it matters. What went wrong? [Listen.] That is exactly the kind of situation I would want to handle differently. Could I earn a 20-minute meeting to show you how my process works?

I just need more time.

Completely fair. The market shifts week to week, though. Would you be open to a call in 10 days? I will pull fresh comps then, and you will have better data to make the decision.

Replace every bracketed placeholder with your real name, brokerage, and local market data before using any script.