  
 CREATED BY GUERILLA REALTY

**I’d Rather Sell It on My Own**

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| **Author:** | **Scenario:** | **Impact:** |
| RedX | FSBO Leads | unknown |

**Setting the Stage**

Set a listing appointment even when a customer is convinced they are going it alone. - sales@theredx.com

**The Script**

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| **PROSPECT:** | I think I am just going to sell it on my own. |
| **ME:** | No problem. That’s great, what do you plan on selling it for?  We do a free pricing report -- no strings attached. We can set an appointment and the nice thing is it will be more of a complimentary lesson than a sales pitch...  If you like the things that I have to say you can incorporate them into your own strategy, or if you’re really impressed you can put me to work to get top dollar for your house.  So, when can I come by to take a look at the home? What’s better for you, Tuesday at or Wednesday at 5:00pm? |

**About the Author**

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| **REDX** | RedX offers a suite of tools and training that help agents generate more listings by connecting them with FSBO and expired listing leads.  You can check them out at [theredx.com](http://www.theredx.com/) |

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