

MILLION DOLLAR
PIPELINE PROGRAM

Get More Appointments & Win More FSBOs



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The Plan for Today...



Proven scripts and
strategies to win
more FSBOs



Essential tools to
bring to your FSBO
appointments



FSBO appointment
tips & tricks to
close the deal



Today's call will be recorded

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Meet Our Featured Guest!

- 22 listings sold, YTD
- On target for \$200K in GCI
- 40% higher listing production than Market Center average



Justin Reesy

Keller Williams, Reesy Real Estate Team
Bowling Green, KY

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FSBOs =

Generate & Engage

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Getting the appointment is

Half the battle

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Getting the Appointment

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Step 1:

Choose an Area

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Group Your FSBOs

- ✓ Do your research
- ✓ Have area stats and local market info top of mind
- ✓ You may get objections you haven't thought of yet



Farm a specific area at a time

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Step 2:

Check the DNC list

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If They're NOT on the List

“Would you mind talking to me about your home, and how your experience has been selling it on your own?”

- This will lead into their motivation for not listing with an agent
- Try and get to the root of the reason, and handle it from there
- *Then* educate them on your value

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If They're on the List

- ✓ Don't solicit your services
- ✓ Ask questions about the property *on behalf of buyers*
- ✓ Do your due diligence here



Don't take
the risk

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If They're on the List

"Your house fits the criteria of several buyers, would you mind if I came and did a walkthrough to see if it's a good fit for a buyer preview?"

"To ensure a good experience and a good fit for our buyers, we like to meet the seller before bringing our buyers to the home."

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Before the Appointment

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Do Your Homework

- ✓ Do your research on the home and the market
- ✓ Recent sales within 6 months, and active comps
- ✓ TMO, RPR reports

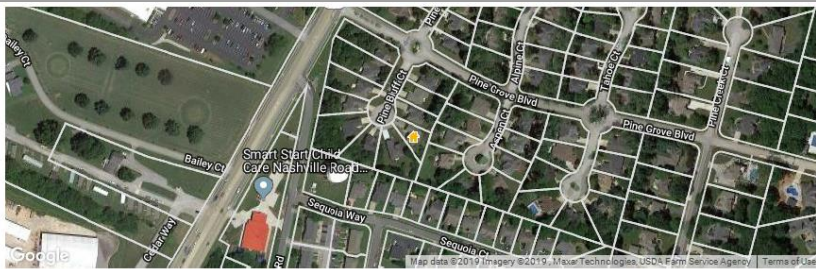


Know everything
about the home
and market

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Price Range 1,000's	Number of Active Listings	Number of Pending	Pending Ratio	Number of Expired Listings LSM	Number Of Closings Last Six Months	Average List Price Of Sold Homes	Average Sold Price	List to Sales Ratio	Average Days on Market	Median Days on Market
0-74,999	14	3	21.4%	4	20	\$68,945	\$55,612	80.7%	89	64
75,000-99,999	23	8	34.8%	2	22	\$96,595	\$90,498	93.7%	65	52
100,000-124,999	21	5	23.8%	6	43	\$121,750	\$116,250	95.5%	72	53
125,000-149,999	55	20	36.4%	10	82	\$140,315	\$136,925	97.6%	68	52
150,000-174,999	72	33	45.8%	12	173	\$166,669	\$162,813	97.7%	73	58
175,000-199,999	92	29	31.5%	11	136	\$192,013	\$187,168	97.5%	80	65
200,000-249,999	120	32	26.7%	34	171	\$225,964	\$220,448	97.6%	98	73
250,000-299,999	118	21	17.8%	24	141	\$277,980	\$272,039	97.9%	109	86
300,000-349,999	72	13	18.1%	24	75	\$333,690	\$322,331	96.6%	127	104
350,000-399,999	65	16	24.6%	28	49	\$386,160	\$373,896	96.8%	128	89
400,000-449,999	42	7	16.7%	18	27	\$439,203	\$420,639	95.8%	113	99

TMO = Total Market Overview



Legend: 📍 Subject Property

OFF MARKET

• Sold Date: 3/29/2014

• Public Record

Current Estimated Value

\$242,600

Last RVM® Update: 10/15/2019

RVM® Est. Range: \$225,618 – \$259,582

RVM® Confidence: ★★★★★

📉 RVM® Change - Last 1 Month: -\$2,950

📈 RVM® Change - Last 12 Months: 2.87%

Neighborhood: Housing Stats and Charts

	42104	Warren County	Kentucky	USA
Median Estimated Home Value	\$213K	\$188K	\$181K	\$245K
Estimated Home Value 12-Month Change	+5.3%	+6.4%	+4.6%	+4.4%
Median List Price	\$275K	\$256K	\$187K	\$120K
List Price 1-Month Change	+1.5%	+2.3%	-	-4%
List Price 12-Month Change	-1.8%	+2.4%	+5.6%	+9%
Median Home Age	32	39	30	40
Own	61%	59%	67%	64%
Rent	39%	41%	33%	36%
\$ Value of All Buildings for which Permits Were Issued	-	\$275M	\$2.27B	\$271B
% Change in Permits for All Buildings	-	+13%	-2%	+4%
% Change in \$ Value for All Buildings	-	+38%	+15%	+5%





The Appointment

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Be their resource,

Lead with service

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Plant the Seeds

“Show me around your home.”

- ✓ What’s your experience been like?
- ✓ How many showings have you had?
- ✓ Have you had any offers?
- ✓ How did you decide to list it yourself?

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Essential Tools

1. Market report
2. Buyer contract
3. Seller disclosure



Bring these to your FSBO appointment

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1

Market Report

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2

Buyer Contract

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Seller

Disclosure

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The Close (*time*)

“I don’t want you to be discouraged if your house goes over 110 days on market. If your house is priced right, the ‘agent listed’ homes last 110 days, if yours goes to 160 you’re not doing anything wrong. You just don’t have the exposure.”

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The Close (*money*)

“On average, listing with an agent can get you 9% more at closing than if you tried to sell on your own. This more than covers the cost of having a professional help you with such a large transaction, and there’s no need to gamble with something like this.”

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Win More FSBOs



Check the DNC list and engage them accordingly



Group your FSBOs together and do your homework



Plant seeds and get to the root of their motivation

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