

FSBO call sheet

Three openers and the day-4 follow-up, to keep next to the phone.

Use these as conversation prompts, not a teleprompter. Replace every placeholder with an accurate detail, and only quote sales you have actually pulled. A posted phone number is not a Do Not Call exemption: check the [full guide's calling-rules section](#), respect refusals and note who asked not to be called again.

First 10 seconds

Say your name. Say it is a cold call about the house on their street. Say you are not calling to talk them out of selling solo. Ask for thirty seconds, then listen.

1 / Buyer-first opener (first call)

"I work with buyers in {area} and I saw your place on {Street}. I'm not calling about listing it, I'm calling because I've got people looking in that price range. Quick question: if I brought you a buyer who was a real fit, would you work with an agent on that, or are you strictly selling solo?"

2 / Straight-shooter (first call)

"{First Name}, I'm going to be honest with you because you're going to figure it out anyway, I'm an agent. You're selling on your own and I respect that; a lot of people pull it off. I'd rather be useful than pushy, so here's my offer: I'll send you the last three comparable sales on your street, no strings. If you sell it yourself, great, you got free data. Fair enough?"

3 / Aged FSBO: 30 to 60 days in

"{First Name}, it's {Your Name}, I know the place on {Street} has been up for about {X} weeks now. I'm not calling to give you a hard time about it. I talk to a lot of owners at this exact point and it's usually one of two things: either the showings aren't coming, or they're coming and nobody's writing. Which one is it for you?"

4 / Day 4: the value-delivery follow-up

"{First Name}, it's {Your Name}, we spoke Monday about {Street}. I said I'd pull the recent sales near you, and I have them. Three closed in the last ninety days within half a mile, between {low} and {high}. The closest match to yours went for {price} after {X} days. Want me to text those over so you have them handy?"

The quoted scripts are reproduced from [Cold Call X's FSBO scripts guide](#). The full page has six openers, the follow-up scripts, the listing-appointment ask and the calling rules.

Printed copy? Full source: coldcallx.app/blog/fsbo-scripts

Four FSBO objections

Practice the response; do not promise anything you cannot deliver.

I'm not paying a commission.

"I get it, and I'm not asking you to pay one today. Serious question though, if a buyer came in at a number that put more in your pocket after commission than what you'd net today, would you still say no? That's the only version of this worth talking about."

I'm not interested.

"Fair enough, I called you out of nowhere. Before I go: are you not interested in agents in general, or not interested right now while you're giving it a shot yourself?"

I'll call you when I need an agent.

"Deal, and I'd honestly rather you did. One thing though: everybody says that and then when the time comes they don't remember which of the eleven agents to call. How about this, I check in every couple weeks, no pitch, and when you're ready you already know who I am. Sound reasonable?"

How did you get my number?

"Your listing, you've got it posted publicly with the number on it. I work {area} and I reach out to owners directly. If you'd rather I didn't call again, tell me and you're off my list for good."

Cadence

Day 1 opener. Day 4 deliver the promised value. Day 10 to 14 check-in. Every 7 to 10 days after that, a thirty-second call with a new reason. Week 4 to 8: the price-and-showings diagnostic and the appointment ask.

Record the next step

Seller's exact words

Asking price / showings so far

Agreed next step and callback date / time

Work your FSBO list on iPhone

Cold Call X is a power dialer: call one lead at a time from your own cellular line, tap the outcome, and the follow-up schedules itself. [See what this sheet covers](#) or [view the App Store listing](#) for current requirements and local pricing.