

Cold Call & FSBO Prospecting Scripts

The exact openers and full scripts for cold calling and FSBO outreach — language built to earn a callback instead of a hang-up.

1. The Cold Call Opener

Use this in the first 8 seconds. The goal isn't to sell — it's to earn 30 more seconds.

"Hi [Name], this is [Your Name] with [Brokerage] — I'll be quick. I'm reaching out to homeowners in [Neighborhood] because we've had [X] buyers actively looking here in the last 30 days. I'm not calling to list your house today — I just wanted to ask: if the right offer came along, is that something you'd even consider, or are you set where you are?"

Why it works: it's honest about the ask, gives a market-driven reason for the call, and ends with a low-pressure either/or question instead of a pitch.

2. The Full Cold Call Script

If they say "maybe / tell me more"

"Great — no pressure at all. Here's what I'm seeing: homes like yours in [Neighborhood] are moving in about [X] days, and inventory is tight. Would it be helpful if I sent over a quick, no-obligation estimate of what your home could sell for in today's market? Takes me 10 minutes, costs you nothing."

If they say "not interested"

"Totally understand, and I appreciate you being upfront. Would it be okay if I checked back in 6 months in case anything changes? A lot of folks I talk to weren't planning to move either — until the right number showed up."

If they hang up mid-pitch

Do not call back same day. Log the contact, note the date, and re-approach in 60-90 days with a market-update angle instead of a listing angle.

3. The FSBO-Specific Approach

FSBO sellers have already said no to an agent once — this call has to sound like help, not a pitch.

"Hi [Name], this is [Your Name] — I saw your listing at [Address] and wanted to reach out. I'm not calling to talk you into listing with an agent. I work with a lot of FSBO sellers just to answer questions — pricing, paperwork, or getting your listing in front of more buyers. Is there anything about the

