

Professionalism Reminder Regarding Cold Calls

Are you doing cold calls? Don't forget to pull the Do Not Call list! Any time you are calling a For Sale By Owner (FSBO) to solicit them to list their property, you should always check to see if they are on the Do Not Call list. The only time it would be appropriate to contact a FSBO on the Do Not Call list is if you have a potential buyer for their property. Note that the buyer's representative can only discuss his/her client's interest in the property and not use the purported client's interest as a way to solicit the seller to list.