

FSBO Overview



It is so important to have Listings. They are the lifeblood of the Real Estate industry. Prospective Buyers and Sellers are coming together for one reason, the *HOME*. Use the homes and they will grow your business. For Sale by Owners are a ripe targeted market for picking up new listings. After all, these are Seller's that have identified that they want to sell their home. The reason most people sell their homes themselves is to save commissions. For this reason it is important that you build rapport and show FSBO's that you are not just trying to get paid. Stand out with your property marketing. Use the Property Websites, Virtual Tours, Posting Tools, Text Capture and more to present how you are a cutting edge professional.

Show them that you care and that your expertise and vast resources as a professional Realtor will help them attract the most amount of possible qualified purchasers. Having more buyers means more opportunity for a quicker and often higher priced sale. This time savings is often dramatic as every mortgage payment a For Sale by Owner makes is a discount on their actual net sales price. Attracting a higher price will enable them to not really lose any money, ultimately it may help them make more. The bottom line is getting the home sold at a reasonable value and you need to show them that your assistance will not only make their experience less stressful, but it will also facilitate a faster and more profitable sale. How you will win the listing is predicated on Marketing. Full priced commissions are deserved when you can prove that you market more than your competitors and will help them showcase their home better than they can do without you.

How To Find Them

With the Internet, it has become easy to find For Sale by Owners.

- There are many FSBO website out there search it and gather the Seller and home information.
- Go to Craigslist and search homes by Owner.
- Pay a service to provide you with a list of new FSBO's daily.
- The classified section of your local paper or its online equivalent are great ways to find Sellers locally
- Drive by Homes with FSBO signs and write down numbers and their address then research."
- Be creative like search Twitter for "By Owner" / "For Sale by Owner"

Once you find a For Sale by Owner, do research on their property as well as research on Sold Comparables and Active listings near their home. Your confidence will show when you are knowledgeable about neighborhood activity. Every day you can drive by and preview the area to get to know market conditions and competition.

Win The Listing

The first thing to do to WOW the For Sale by Owner is create a Property Website for their home. When you show them their home as a Website, Sellers are blown away. They are flattered that you care so much to showcase their property in its best light. Show them their unique "Flip Show" book and how you care so much, you are going to market their home with all of the modern marketing tools available. Everybody loves Virtual Tours and Showcased Listings. When you show them that you will be presenting their home as a Text code that captures Buyers and sends back a Mobile Phone Website with all the pictures they will be elated.

1. Setup a website
2. If calling from Craigslist, show them how your CL ads are amazing and track site views and you will post once a week
3. Show them the listing "Flip Show" book and discuss how you are looking to really help them market their home
4. Email a pdf of a marketing flyer and the URL to the Property Website and Flip Show
5. Give them their login to the Property Website (we have a special Seller's login)
6. Offer to come by to take more pictures
7. When you arrive, show them your marketing materials, a sign rider sample, water bottle labels and/or other unique marketing you do
8. Put their home on your business cards with the Property Business Card Stickers and leave 10 or so at their home.
9. Find out if they have a plan if their home doesn't sell
10. Get creative, like giving them the ability to Market with you free for a period of 14 to 30 days
11. Build rapport
12. List their home

Use the tools and techniques above to build rapport. Once rapport is build, the Seller will trust you enough to give you a chance. Consult them on their best course of action. With your superior marketing techniques they can rest assured they are exposing their home to the world. That is your job, showcase listings and expose them to the world.

Note: It is important to work many FSBO's at a time to increase your odds. Don't work too many as rapport is essential in winning more listings. Having a steady 50-100 FSBO's that you are cultivating at all times will ensure that you are listing a significant number of them.

After You Get The Listing

Market the property with every tool at your disposal. Remember that the more you market, the more buyer prospects you will have for that house and/or others. Also, it is imperative that you use your listing to get other listings. Shower the neighborhood with materials (business card stickers, flyers, postcards, water bottles..etc.) that have the text codes and Property Website URL's on them. Use the showing feedback system as a way to offer real world advice to the Seller that prospects offer on the property for sale. The Seller's can

even work the feedback system by putting in the Agent's emails from their cards after they show a home. Sellers love being involved, but, FSBO's really love being involved.

Host a myriad of Open Houses to generate excitement from the Sellers while increasing your pool of Buyer prospects. Many Realtor's don't realize that Open Houses are a terrific way to get to know the neighbors and find out who is trying to sell. Connect with the people and sell more homes.

Always communicate with your Sellers weekly as communication is the main reason that Agent's lose favor of their customers. Give them a checklist from the beginning that outlines what you will do every week you have the listing. Use the different tools in the system to help you have a focus each week you have the listing. There should never be a shortage of your Marketing tasks, if you plan them out ahead of time.

For example:

Week one: Take pictures, order sign and advertising.

Week two: Release your Property Website with Virtual tour, Mobile Site..etc. post to Craigslist, run ads

Week three: Launch with a Broker Open / Caravan, just listed postcards with URL... official MLS launch

Week four: Open House (showcase Property Site and Virtual Tour on big screen in living room, stand out).

Week five: Door knock neighborhood for buyers

Week six: Re-post to Social Networking Sites, Classifieds, Run Print Ads

Week seven: Drop price and re-launch to the world etc...

Call Me Today To Get Started:

Dedicated To Your Success,

Dan Keller

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