



# FSBO Conversion Worksheet

List several areas, neighborhoods, or subdivisions that you can regularly and consistently drive through. Place a \* next to those where you have listed or sold properties.

Craft your initial talk track for your first visit to an identified FSBO.

Identify the first item of value to leave behind.

Craft your response to the question: "Why are you being so helpful?"

What other FSBO marketing techniques might you consider?