



Description

The FSBO Conversion Workshop walks agents through a well-thought-out marketing strategy for converting For Sale By Owners into listings. **Duration:** 30-45 minutes (video is 9 minutes, tablework accounts for the balance of time.)

Deliverables

Agents come away with a better understanding of how to market their services to For Sale By Owners. Several times throughout the video, you will be instructed to pause, giving agents time to work on different elements of a FSBO conversion marketing plan they can implement immediately.

Preparation

Print or email in advance (virtual workshops) the following handouts: [FSBO Conversion Worksheet](#), [FSBO Strategy](#)

Live Workshop

- Have a computer, projector, and screen/monitor available for displaying the [video](#).
- Set up a whiteboard or flip chart and markers for recording brainstorming responses.
- TIP: *Arrange tables and chairs in a horseshoe shape so attendees can easily view the video and interact with one another during brainstorming sessions.*

Virtual Workshop

- Select a virtual meeting platform that allows for screen sharing, such as Zoom or Google Meet.
- When sharing the [video](#), also share computer audio.
- Assign a notetaker for the brainstorming sessions.
- Encourage attendees to turn on their cameras to maximize engagement and participation.
- TIP: *If your group is large, consider using the chat feature or breakout rooms for brainstorming.*

Instructions

1. Distribute handouts: [FSBO Conversion Worksheet](#), [FSBO Strategy](#)
2. Play the [video](#).
3. When instructed, PAUSE the video and allow the agents time to work on the idea presented. This tablework is a helpful teaching method to get agents to take immediate actions in small steps.
4. Facilitate a brainstorming session after viewing the video:
 - Ask the agents what other successful FSBO marketing techniques they have used or heard of.
 - Record responses on the whiteboard/flip chart. Suggest agents take a picture (or screenshot if virtual) of the ideas on the whiteboard/flip chart to reference later. Otherwise, ask a support staff person to create a document to send after the workshop.

Next Steps: Go Above & Beyond

- Consider adding role-playing to this workshop so the agents can work on their talk tracks. One person will be the agent, the other the FSBO, and then they switch roles.
- At the next sales meeting, ask attendees to share their experiences and results. Public sharing promotes attendance at future workshops and fosters a collaborative environment.
- Follow up individually with agents you are mentoring to facilitate the application of new ideas and share successes.
- If you are not already asking agents for the source of their client, consider adding this information to your Listing and Sale Pending cover sheets. Make sure FSBO is a choice on the form.
- Track the efficacy of your company's learning opportunities. During the next 6-12 months, compare several KPIs, such as Listings Taken, Units Closed, and GCI, and measure them against the same time the previous year (YOY – year over year). You are checking to see if an increase is attributable to new skills gained from learning. It typically takes 6 months after skills are taught to see production increase.