



Imagine seeking out clients who have openly declared they want to sell their homes themselves. You may think most real estate agents target For Sale by Owners (FSBOs). In reality, agents are more likely to seek expired listings, leaving the FSBO market underserved.

The majority of FSBOs are unprepared for the trials and tribulations of selling their property themselves. Many are unaware of the nuances involved, let alone how to resolve the numerous hiccups that arise along the way. If you prove yourself a valuable source of information, you can convince FSBOs of your worth and win their business.

## FSBO Listing Strategy

Here is one strategy for converting an FSBO into a listing:

1. Choose a neighborhood, subdivision, or area that you constantly drive through.
2. Monitor that area frequently, at least once a week, watching for FSBO yard signs.
3. Gather resources that you will use for weekly handouts. Here are some suggestions:
  - a. Comparable sold
  - b. Nearby comparable listings
  - c. Title company's FSBO packet
  - d. Helpful tips for holding an open house
  - e. Required disclosures (Lead Base Paint, Seller's Disclosure)
  - f. Safety tips when showing home
4. Choose a day and time that you can consistently stop by the identified FSBO. Consistency is key with this strategy. You want the homeowner to remember that you always stop by Monday at 5 p.m. (or whatever day/time you have chosen).
5. At the first meeting, be prepared that once you've introduced yourself, most likely, the seller will say that they are not interested in listing. Have your comeback ready. "I'm not here to get you to list with me. I work with buyers and sellers in this area, and I pride myself on being familiar with all the available homes in case a client should ask me about it."
6. Leave behind one thing of value – refer to #3 above. Only leave one item; that way, you will have something new and fresh each week when you visit.
7. If the seller asks why you are so helpful and not pressuring them to list with you, have your reply ready. "Although I hope you can sell your home yourself, should that not happen in the timeframe you want, I hope you'll consider me if you need to list your home with a professional."
8. Always have a listing agreement filled out as much as possible with you at each visit so that when the seller is ready to list, you are ready too!