

The FSBO Closer Marketing System: How To Make FSBOs Call *You* To Take The Listings!

While other agents are cold-calling FSBOs using harsh, abrasive telemarketing scripts or wasting gas and time knocking on doors, this soft-sell approach is designed to make FSBOs pick up the phone and call you!

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How do most agents prospect FSBOs, and why are the returns so low?

We've been in the FSBO prospecting business since 1991, and have worked with thousands of Realtors[®] across North America. It's safe to say that we know precisely which FSBO prospecting methods work...and which ones are a waste of time and money.

Do any of these FSBO prospecting methods sound familiar?

- Subscribing to the daily FSBO lists and calling and cold-calling FSBOs using telemarketing scripts. These arm-twisting scripts all have one main theme—hiring a Realtor[®] will actually save the home seller valuable time and money. The scripts are designed to counter just about every objection the FSBO can throw at you. And, these same scripts have been available for decades!

The problem: Our clients tell us that this approach is extremely difficult to use, especially these days. First, the rejection is mind-numbing. More often than not, this approach simply irritates FSBOs. They know the Realtor[®] who just called is “on the take”. Our clients have been craving a softer-sell approach that takes the “sting” out of contacting FSBOs. Secondly, many FSBOs are on the Federal Do-Not-Call Registry or hide behind their voice mails. So, getting the FSBOs on the phone is challenge these days.

- Driving around town, knocking on the FSBO's doors.

The problem: With gas currently over \$4 per gallon, who can afford to do this every single day? And, this approach is extremely inefficient—you can only visit so many houses per day, and the owners often aren't home. Yet, we see many agents try it.

- Post card campaigns or letters to FSBOs

The problem: Most of the FSBOs that we've spoken to tell us they typically get a post card or a mailer with the Realtor's credentials and business card. Unfortunately, the majority of these mail pieces are simply thrown away because they offer no immediate benefit.

We've discovered an extremely effective method for quickly creating relationships with FSBOs—and getting the listings. This is a relationship game, pure and simple!

For years, our daily FSBO lead clients were asking us for an effective tool to easily list the FSBOs, without the pain of rejection and burden of making endless, mind-numbing cold calls.

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Here's what we discovered. Most FSBOs need some way to advertise their homes on the internet—beyond major FSBO sites like www.fsbo closer.com or www.forsalebyowner.com. We found that FSBOs were reluctant to place links in their newspaper ads to these major FSBO websites. Doing so could send traffic to competing FSBO's right down the road.

A few years ago, we surveyed a group of FSBO's and asked them if a single, dedicated web page for their home would be beneficial. Overwhelmingly, they reported this would be extremely useful. First, they could advertise the link to the FSBO web page in their newspaper classifieds and for open houses—without sending buyer traffic to the big FSBO web sites. Secondly, they wanted the FSBO website to be able to print flyers for their "take me" boxes. Finally, they wanted to be able to give the link to their FSBO web site out to family, friends and co-workers.

Then, the light bulb went off. What if we developed a system where our Realtor[®] clients could quickly and easily build single property FSBO websites for all the FSBOs in their market area, and give them away for free to all of the FSBOs?

The FSBOs would surely love this, and our clients could immediately own the relationship with the FSBO—effectively shutting out all of the other agents who are using those old, tired, abrasive telemarketing scripts or wasting gas and money driving around and knocking on doors—with nothing valuable to offer the FSBOs.

We did a beta-test to 50 of our clients, and they were amazed at how many FSBOs accepted the free property websites and how many new relationships were created.

Several years after that beta-test, we have many clients that are enjoying tremendous success with this FSBO web site publishing tool. We've proven that it's simply the most pain-free, non-abrasive, enjoyable way to quickly develop relationships with FSBOs—and eventually get the listings.

The FSBO website publishing tool is incredibly easy to use. All you do is choose one of six beautiful FSBO property website templates, take a few photos, upload them, fill out the property description, press "save property"—and the property website is complete!

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Direct Mail Letters Developed By Our Clients

We've included one of the direct mail letters shared by one of our clients (the rest of the collection is included in your FSBO Closer subscription):

October 5, 2008

Mr. Robert Jones
3842 Jennifer Terrace
Salt Lake City, UT 84104

Dear Robert,

I noticed you're trying to sell your home on your own, and as a local Realtor[®], I'd like to give you an important piece of advice.

Most buyers for your FSBO property will come directly from the internet. Every single ad you place (especially the newspaper classifieds) should have a single property website dedicated solely to your home—with lots of pictures to view. And, whatever you do, please don't advertise that web page that you may have placed on the major FSBO websites—this could easily drive buyer traffic to other listings!

Let me build a FSBO web site dedicated *solely to your home*, at no cost to you. This way, you can freely advertise your home's photos in the newspaper or wherever you'd like. It also prints attractive flyers for you to place in your in-box. Here's an example of a site I recently built: <place link here>

Please call me on my cell phone at <enter number> and/or email me so I can build your property's website for you. There's absolutely no cost or obligation whatsoever.

Sincerely,

<your name>

Simply create a "sample" FSBO website with your favorite home photos. Then, place the link here and use it as your showpiece.

**Sample Telemarketing Script Shared By
One of Our Clients**

This soft-sell, no-pressure script is very effective:

Hi, I'm calling for _____...Hi _____...my name is _____ calling from
_____...

I noticed you were advertising your home for sale "By Owner"...but I didn't see any ONLINE PHOTOS of the home in the ad. As a local Realtor®, I'd like to give you a strong piece of advice: Include a link to the photos of your home.

The reason I'm calling is...I own a piece of software that quickly builds single property websites for FSBOs. So, you can include a link to that property in the ad, and you should generate many more phone calls for yourself. There's no cost for the FSBO website.

When can we meet so I can take the photos and begin? AND/OR:

Can I email you an example of what a FSBO website looks like? (Now you've got the FSBO's email address!)

Common Response from the FSBO:
But, why would you do this? What's the catch? Or...What am I going to owe you for this?

You: There's no catch. All I ask in return is TWO THINGS.

First, it took me time and money to build this for you...so...IF YOU DO END UP HIRING AN AGENT, all I ask is that you give me the opportunity to interview.

Secondly, all I ask is that you LET ME HELP YOU find your next home! It won't cost you a cent.

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When can we meet so I can take the photos and begin?

***You Having Nothing to Lose By Trying
FSBO Closer!***

When you sign up for FSBO Closer, not only will you receive a FREE \$39.99/month daily FSBO lead subscription (you'll know every FSBO that just went on the market in your area, and the new FSBOs will be emailed to you by 8 AM every morning)—but it's risk-free.

Try it for a month, and if it does not work for you, we'll refund every dime. That's how strongly we feel about this system—we know it works extremely well. Our clients tell us every day how this is this best FSBO prospecting method they've every used.

***Go to: <http://www.fsbo closer.com>
to get your FSBO Closer subscription AND your FREE
daily FSBO leads!***

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