

Did you know that nearly 90% of all For Sale By Owners end up listing their property with a real estate agent? Why are they trying to sell their home on their own? Maybe to save money or maybe they've had a bad experience with a real estate agent in the past. The bottom-line is they want to sell and that's what you get paid to do!!

Before we get into what works, let's talk about what doesn't work. Telling the seller they will never sell their home on their own isn't going to get you the listing. Telling the seller that buyers are going to write low-ball offers since there isn't an agent involved, won't get them signing on the dotted line today.

The only way you're going to get that listing is by helping them sell their home themselves. That's right, consult with them and assist them in the home marketing process. Why? Because they will rarely sell the home and you will be their agent of choice when they decide to sell.

If you have followed up with them consistently and provided them useful information, it's a no-brainer for them to list with you when they are frustrated by trying to do it on their own.

You've demonstrated your competency and skills by the information and advice you have provided them while they were trying to sell their home.

If you would like to get a complete FSBO system in place, call me today!

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