Develop a FSBO Solicitation Schedule

Timing regular solicitations once or twice a week are the key. **Thursdays or Fridays**—just before the sellers come on the weekend—are great days to **offer FSBOs free service packages or advice.**

Sunday—after a discouraging weekend with no offers—is a good time to call or drop and try to get the listing. The schedule below is a good, basis solicitation model; adapt as you go along and determine what works best.

Phone call: Follow up to ensure that FSBOs have **received your service package**. Use this opportunity to ask if you can come over and see the house so that you can keep your buyer clients informed of everything available in the neighborhood.

Face-to-face visit: Tour the home and **make one or two suggestions** on things FSBOs could do to improve salability. **Leave behind your brochure** on getting your house ready for sale.

Face-to-face visit: Stop by—without an appointment if the homeowner seems easygoing. Offer advice on a problem the FSBO might have encountered showing the house. Use this visit to assess the FSBOs' frustration level and shift toward willingness to list.

Hand written note sincerely wishing them well.

Listing presentation: If the mood is right, **present a prepared listing agreement during your visit for signature.** As an alternative, you could set up a full-scale listing presentation, but by then the FSBOs' discouragement may have gone away.

If you aren't able to get a signed listing, leave the door open by offering advice and telling FSBOs that if they change their mind **you would like to apply for the job**.

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DEVELOP A TRACKING SYSTEM

You will often need several weeks of contact before you can convert a FSBO to a listing. Once they've spent some time trying to sell their homes, FSBOs are often more receptive.

Your tracking system should include:

Name, address, and phone of FSBO—use reverse phone directories or search title records for this information.

Date and source where you first found the FSBO—for example, newspaper ad in the March 15th *Morning Bugle*. Continue to look for ads for the same property even after you've added them to the list to determine if a FSBO is still actively marketing or becoming discouraged.

Date, time, medium of every contact, and response with FSBO, in chronological order—for example, phone call at 9 a.m. on 9/14, offered and sent free services package. If you do mailings or e-mails to FSBOs, be sure to include those contacts in your tracking system.

Other tracking information you've found valuable.

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