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.

Leave the Coldwell Banker business share graph!

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 FSBO's frustration level and shift toward a 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 FSBO Solicitation Schedule

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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