

The background of the entire page is a light blue color with a complex, overlapping network of thin black lines. These lines form various geometric shapes, including rectangles, triangles, and irregular polygons, creating a technical, architectural wireframe effect. The lines are most dense on the left side and become sparser towards the right.

FOR SALE BY OWNER (FSBO)

BLUEPRINT

**BERKSHIRE
HATHAWAY**
HOMESERVICES

FLORIDA
PROPERTIES
GROUP

FIRST THINGS FIRST

1 RESEARCH WHERE TO FIND THEM

FSBO.com
Forsalebyowner.com
Zillow
Facebook Marketplace

2 RECORD YOUR FINDINGS IN A SPREADSHEET

Input address
Name of owners
Phone number
Price
Touch 1-8
Include your notes with each touch

3 ROUTE YOUR NEW ENTRIES

In your spreadsheet you'll want to route your entries so they are in order to keep things organized. Be sure to track your FSBO 8x8 touches in your spreadsheet.

4 BE PREPARED WITH ITEMS OF VALUE!

Make sure you print anything you are taking well before and put your packets together. See suggested items of value below.

ITEMS OF VALUE

When it comes to real estate prospecting, treat your potential customers like an ATM! Keep making deposits in the form of providing value for them and you'll soon start seeing incredible 'withdrawals' - or leads. It's one smart way to make sure that success is yours every time!

1. BMA of property (through your Percy AI account)
2. Forms such as Seller's Disclosure, Lead Based Paint (if older home), Property Disclosures, etc.
3. Competition with another home on the market that matches their home's specs and location
4. When A Home Doesn't Sell - 4 Page Brochure (Marketing Resource)
5. Discover the Difference Between Selling and Having Your Home Professionally Marketed and Networked - 4 Page Brochure (Marketing Resource)
6. 10 Questions to Ask Your Prospective Real Estate Agent - 4-Page Brochure (Marketing Resource)
7. Forever Agent, Home Services Directory - 4-Page Brochure (Marketing Resource)

8 TOUCH FSBO SYSTEM

TOUCH 1 – In Person

Drive by the house, drop off an item of value to spark a conversation. For example, Competition with another home on the market, Helpful Form(s) as a FSBO, etc. If they are home, stay and talk to them! Introduce yourself and use FORD focused questions to get the homeowner to talk about themselves.

TOUCH 2 – Phone Call

Hey there! This is [Name] from Berkshire Hathaway HomeServices Florida Properties Group. I just dropped off a really cool [something of value], and wanted to see if you had any burning questions about it? Can't wait to hear what ya got for me!

TOUCH 3 – Note Card

Hello [Homeowner Name],
I'm just giving you a friendly reminder that I'm here and happy to help! Consider me your first call when you need some guidance.
Your Trusted Real Estate Advisor,
[Agent Name]

TOUCH 4 – Phone Call

Hey [homeowner], checking in on your home-selling venture! Are you feeling the rush of open houses, or are showings at a standstill? Did any offers come through yet? We know it's been an adventure for ya—tell us where you need help so we can jumpstart that dream sale.

TOUCH 5 – Pop By

You will purchase a small item and clear plastic door hanging bags (from Amazon) and create pop-by tags!

Download the design of your choice on the [Agent Help Site](#), print on heavier card stock, and then cut them out! Attach your business card to the tag, and then attach your tag to the small items you've purchased.

When you're done, drop them off at each of your FSBO doors.

TOUCH 6 – Phone Call

Base your script/conversation on previous conversations. Remember to take notes and keep up!

TOUCH 7 – Phone Call

Base your script/conversation on previous conversations. Remember to take notes and keep up!

TOUCH 8 – Phone Call

Base your script/conversation on previous conversations. Remember to take notes and keep up!

4 POTENTIAL SCENARIOS

There are four potential scenarios that can occur during or at the conclusion of the FSBO System. Let's play them out for you so you are prepared for whatever comes your way.



HOUSE SELLS (FSBO) - Congratulate them and ask where they are moving and if they have any questions throughout the contract process remind them you are happy to help! When it closes, tell them, "I hope I was a bit of a benefit to you and if you would be so inclined to refer my name to others it could benefit!"



LISTED WITH ANOTHER AGENT - You'll wish them the best of luck with their home sale and hope your paths cross again soon.



HOUSE DOESN'T SELL - Follow up monthly to check on them via phone call. Check on them and their needs.



If none of the above 3 scenarios happened... **YOU WON THE LISTING!**