

FSBO Lead Generation System

The FOR SALE BY OWNER strategy is a major investment that we have made, with the express intent of gaining referable leads for home listings and new purchases. As a lender, we will be less intimidating to the FSBO home seller than a realtor might be, and can establish rapport as we seek to help them determine who may be qualified to purchase their home. Below is a brief explanation of how this program works.



We contact local FSBO listings in Southern California and raise the question, "How will you know the buyers coming to your home are qualified to purchase?" We offer to send out information to them to help them with the selling process in addition to informing them of all the various elements that come into play when selling a home.

We follow up one week after the [FSBO Marketing Packet](#) is sent and set an appointment to visit their home to take photographs for the website we will be setting up for them to help advertise their home.

We are able to capture leads of potential buyers through the website we established for the seller.



Knowing that represented buyers will more than likely not be shown homes that are listed FSBO, we hope to make contact with buyers who do not currently have representation, and may not be aware that they are entitled to it. We also hope to gain rapport with FSBO sellers, so that when they become frustrated with the process, we are in a position to make a recommendation to a great resource.

To refer most effectively, we will want to know what types of listings and clients would be most desirable to you, as well as if you would be willing to act as a facilitator in a FSBO transaction, and at what cost.

For more information on this program, visit:
www.StevesRealtors.com/Marketing