

# FSBO Marketing

## Best Agent Business

Best Agent Business believes that 20% of all clients should be using FSBO Marketing. We also believe that FSBO Marketing should not be started unless a minimum of 6 months is committed to the program and ultimately a year to see the full realm of results. It is also advised that 20% of a clients marketing budget be used toward FSBO Marketing in order for the program to work properly and produce the most results.

Kick off – Client agrees to a 5 hour analysis of current FSBO program. The time will be used by our FSBO Database team to do complete analysis of program and pull information based on criteria that will be tweaked during this process. The time will also be used to see if FSBO Marketing financially makes sense and what the budget overall should be. The initial analysis may take 1-2 weeks as we want to go slow to make sure we have the information exact and also documented.

Once the initial analysis is complete, you will be asked to sign an agreement stating that you are willing to commit to 6 months to see your FSBO Marketing program evolve and the results start to flow. The average time Best Agent Business has seen for complete Kickoff is about 10 – 15 hours.

Database Management – As seen above, this takes on average, 1-2 weeks from when we get RedX, Landvoice, MLS and any other logins. It often takes 4-5 test runs of data to review and tune the exact criteria and pull backlog of FSBOs, which is done in initial 5 hour analysis. We start to run weekly process to pull data and import into database. We also do backlog of 3-12 months. The time to pull leads is about 20-40 minutes per week. Average kick off time for FSBO Database Management is 5 hours.

Mailing – Mailings should be a definite part of your FSBO program. Mailings should only be done for a minimum of 6 months to see results. Generally you will not start to see results from mailings until 2-3 months after it starts. Mailings can be letters, postcards, or SendOutCards and should be a series of 10-15 mailings over a few months. Most leads are received between mailing 7 and 12. The mailing budget should be about \$10 per FSBO. So, if you have budget of \$500/month for FSBOs, we can only market and mail to about 50 FSBOs per month. Work hours to do mailings is about 5-10 hours per month to finalize campaign and organize and then a weekly process of running reports and doing mailings either at your office, via our assistants, or through a print service. Average kick off time for FSBO Mailings is 5 hours.

Calling – We can absolutely do FSBO calling. Our Calling team will create a script to be approved and used to find and schedule preview appointments. Together with our Research team we are able to seek out and compile a backlog of FSBOs for our callers to start actively pursuing. We keep a very detailed spreadsheet to provide data and assist with mailings as well. Average kick off time for FSBO Calling is 5 hours.