

FSBO Marketing Analysis Database Checklist Best Agent Business

For FSBO Marketing to provide the benefits of such a program, an initial analysis of the process and databases to verify that FSBO Marketing is a form of marketing that will provide added business.

Below is a checklist of items that need to be considered when beginning an FSBO Marketing Program:

- ❑ 5-hour analysis of current FSBO program. If no program is currently being used, this time will be used to develop an entirely new process versus tweaking the current process.
 - Complete the analysis questionnaire so the process can begin
- ❑ After 5-hour analysis is complete, there will be a kickoff call to determine fit of the FSBO Marketing program.
- ❑ Minimum of 6-month commitment to one year for program to be properly implemented to obtain the benefits of the program.
 - Once decided that FSBO Marketing will work for client, each client is asked to sign a 6-month commitment letter.
- ❑ 20% of clients marketing budget to be designated to the FSBO marketing program.

Upon the completion of the 5-hour analysis, the client will need to approve the proposed FSBO marketing program and budget, which will be done on the Kickoff Call with Steve, Client, Key Assistant and Team Leader for FSBO Marketing.

When the FSBO marketing program is approved the client will receive other checklists for the other 2 sections of FSBO Marketing based on the needs of their program. These checklists will provide the client with further information of items that we will need to properly navigate their FSBO marketing program.

We will begin implementing the pieces of the FSBO Marketing program by using the analysis-determined methods of marketing. The FSBO Marketing Team can do the work for all of the methods or the client can determine which pieces he or she would like to handle and which pieces they would like the FSBO Marketing Team to handle.

For further questions about the FSBO Marketing Database Analysis please contact us at expiredfsbo@bestagentbusiness.com or 202-297-2393.