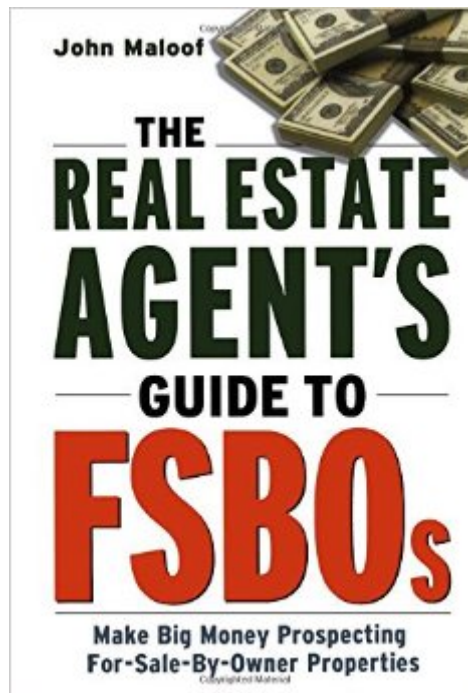


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# The Real Estate Agent's Guide To FSBOs: Make Big Money Prospecting For Sale By Owner Properties



## Synopsis

According to the National Association of Realtors, 86% of new real estate agents don't make it past their first year. The majority give up due to frustration and the overwhelming start-up costs involved in the industry. But there is an untapped resource that will help agents take their careers to new heights-the For-Sale-By-Owner (FSBO) listing. Many homeowners try to sell their home, without an agent, believing that they can find a buyer just as quickly and avoid paying a commission. But often, nothing can be further from the truth. Author John Maloof has built a stellar career by farming FSBOs. He made six figures his first year as a real estate agent using his prospecting plan. Now, in *The Real Estate Agent's Guide to FSBOs*, he shows other agents how they can do the same. Using these proven techniques, agents will learn how to:

- find FSBOs
- approach a prospect
- make a listing presentation that will convince even the most reluctant homeowner
- handle rejections
- formulate a marketing plan
- service listings
- build a referral base
- stage open houses
- close the sale

Complete with Internet resources and a sample resume and log sheet, this is the one book that will show new agents and experienced Realtors alike how to make more money than they ever thought possible.

## Book Information

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## Customer Reviews

I have to say I thought that I'd already know most aspects of prospecting FSBOs but, there is so much more than I thought. What makes this book so good is that the author goes into detail about ways to convince FSBOs to list- he goes into specific sales techniques to use, as well as examples of dialog between you and your prospect. I wish all the books I had were this useful.

This is the perfect book for new agents who have no past sales or referrals to rely on. It seems that these techniques were always here but most agents never used them because they just don't know how to. I've read a few other real estate sales books and they talk about the same things. This book has a very realistic approach to prospecting for FSBOs. I'm excited to get started using some of these techniques. I would definitely recommend this book.

A tool that will grow your business. It is as simple as that. As a seasoned mortgage professional, my day to day business centers around top producing agents. I recently bought 10 copies of THE REAL ESTATE AGENT'S GUIDE TO FSBO'S. The books have been given to my top agents as well as agents who have just began. The feedback I have personally recieved from the book has been overwhelming POSITVE. ALL of them have been able to generate more listings by utilizing the techniques in this book. An easy decision for under twenty dollars!

This book is so basic even for an agent just starting out. Its title is misleading, as most of the book is not about FSBOs. The author uses stats from a 10-year-old NAR survey and includes suggestions that include getting a cell phone if you don't have one! Don't waste your time and money on this one.

When I purchased this book I was not aware that John Maloof was a top agent for Century 21. I too am working for Century 21 in the State of Connecticut. This book has reiterated the training I've received from my coach and has given me the best ideas to take the next step in focusing on FSBO's! John gives you basicly all the tools you need to excel in your career as a 'FSBO' real estate agent...the websites he guides you to has been a huge help in finding the information needed for many different areas. This book is an easy read and an interesting one that makes you want to finish it quickly and apply your new techniques. This is definitley a book I will re-read and refer to many times. Thank you!

After passing the required class, passing the state exam and finding a broker, I was ready for business but needed some help beyond all of that! FSBOs in my area pop up all the time. I needed to figure out a way for them to use me. I needed to get my name out there and this book gave me ideas on how I was going to do it. After finishing the book I have put John's ideas in place and have the logs he suggested in place and started contacting FSBOs this week. This book was a great and

gave me the determination, insight and courage to call on FSBOs. A must read for all new agents.

As an agent in the business for less than a year, I thought this would be a good source of information for going after FSBO's. I had only tried it once and like the author says, I didn't go back as most agents don't either. However, I found very little meat to this book. Yes, there are a few good ideas, but most of them are covered in much better books than this one. To melt it down to one sentence: If you persevere, you will get FSBO listings just by calling and recalling a number of them. If you don't have another source for scripts to use with the FSBO, then go ahead and buy the book. Otherwise, there are better books out there for new agents. I would suggest "Tips and Traps for Getting Started as a New Real Estate Agent" to start with and then the two others I use often are "Mastering the Art of Selling Real Estate" and "The Millionaire Real Estate Agent" because it is wise to see where you should be looking long-term. Good Luck!

This is a great book, but you have to keep in mind the do not call laws.

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