

# FSBO Converter Quick Start Guide

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Agents who achieve the best results do so because they take action and implement.

The best plans or intentions are useless *unless* you take action and do something with them. So please stop everything else that you are doing, turn off or block out any distractions and take fifteen to twenty minutes to implement the steps in this quick start guide. Print this quick start guide and use it to get your first few appointments.

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## **Step #1: Compile Your List of FSBO Leads.**

*There are **two different options** for doing this. See below:*

**Option #1: Download the leads yourself** from real estate ads. You can get a lot of FSBO Leads from Zillow, your local newspaper, and Craigslist.

We have found that the FSBOs on Zillow are the most serious about selling their home and the most likely to list with you.

You can get the owner's information from your local property appraiser or tax collector's website. Just Google "**(Your County Name) Property Appraiser**" and Google should pull up their website. See an example below.

duval county property appraiser

Web Maps Shopping News Images More Search tools

About 221,000 results (0.38 seconds)

**Property Appraiser - Basic Search - COJ.net**

apps.coj.net > Offices > Property Appraiser > Jacksonville

Duval County Property Appraiser Office ... The database consists of all real estate parcels in Duval County, including Jacksonville, Jacksonville Beach, Atlantic ...

**A Quick Note:** Property Appraiser is not the correct term in all areas. I have found that in some areas it is called "Tax Collector", "Property Assessor", or another similar name.

**Option #2: Buy a list of leads** from a provider like Landvoice.com or TheRedex.com.

## **Step #2: Install The Handwritten Font.**

Throughout Listing Funnels, we will constantly be using the handwritten font.

It's basically a font you install on your computer that makes anything you type look like real handwriting. When people see an envelope that's "handwritten", they are 5-10 times more likely to open it and read it.

The FSBO Converter Letter uses the Becky Handwritten Font.

**Note: The FSBO Converter Letter will not format properly unless you have first installed the Becky Font.**

[Click here to download and install the handwritten font.](#) Note: The font will be called "Becky" in your list of fonts.

If you need help installing fonts, here's a quick and easy article to follow that shows you how to install it. [Click here for the article.](#)

After you have installed the "Becky" handwritten font to your computer, continue onto step #3.

### **Step #3: Setup your “Demo” Info Line to use in the letter.**

[Click here for instruction on how to do that.](#)

### **Step #4: Prepare Your Letters To Be Printed.**

- A. [Download FSBO Converter Letter 1.](#)
- B. [Follow this guide to modify the letter.](#)

### **Step #5: Print Out Your FSBO Converter Letters.**

You can print the letters on your own printer. However, unless you have a high output printer this probably is not a good option.

We prefer to get 500-1,000 of these letters printed in bulk. It is so much easier to stuff 500 pre-printed letters into an envelope versus trying to match the name on the letter with the name on the envelope.

Office Depot and Kinkos both want to charge about 60 cents per page for color. That is \$2.60 per letter. Ouch!

[www.CopiesInColor.com](http://www.CopiesInColor.com) will print color for 6 cents a page. So, you can get a 3 page letter printed for 18 cents each.

We use [www.CopiesInColor.com](http://www.CopiesInColor.com) for our bulk printing and they do great work. That is less expensive than we can print them on our own high volume printer.

### **Step #6: Print Your Envelopes Using The Handwritten Font.**

**The best way to print the envelopes is to use a printer dedicated specifically to envelopes.** We have tried printing envelopes on big commercial printers and also high speed laser printers.

The problem with most of those printers is that the heat from the larger, faster printers heats up the glue on the envelopes and glues the envelopes shut.

We use the Epson XP 410 Printer. Another option that we have used is the HP Deskjet 5440 Photo Printer. It will print about 500 envelopes in an hour and even more importantly it does NOT heat up the glue and cause it to bind together.

Microsoft Word will take your address list and automatically print all of your envelopes with the addresses on them using the handwritten font. Also, remember to use a real stamp.

Actions to Take: [Follow this guide and print your envelopes.](#)

### **Step #7: Have Someone Stuff All Of Your Envelopes And Mail Them Out.**

We hire High School kids to do this. It's a win for both parties. We get relatively low cost labor, they receive a little extra spending money, and receive great job experience for their future resume.

### **Step #8: How to set up an appointment with the incoming leads.**

Our letter is setup so that most of the leads are going demo the Info Line that is in our letter.

[When you receive a lead, call them back right away and use this script.](#)

### **Step #9: How to handle the appointment with the FSBO.**

[Click here for complete instructions on how to handle the appointment from start to finish so that things run smoothly.](#)

## **Step #10: How to follow-up with leads who don't list today.**

This is the most important part of the process and the most overlooked part. I recommend putting the seller onto a drip email campaign.

You can use our drip email campaign and email them using an emailing program like Icontact, Mailchimp, or Top Producer.

But, a drip email campaign isn't the most effective way to convert them into a listing. You need to follow up on the phone. Call them every week and "check in."

You say something like, "John, its John the Realtor. I just was checking in with you. How are things going with the home sale?"

I have found it is best to act low key and easy going. I have found that FSBOs get really turned off if you are only calling to ask when they are going to list with you.

So, instead of asking about that I use the excuse that I am just checking on the status of their home sale. There is a big difference between that and asking them how soon they are going to list with you.

After a few calls they will begin to treat you like a friend they know, rather than a salesperson.

Always be ready to help if possible. Of course do not spend a lot of time helping them. But, you can spend 5 minutes giving them some advice or send them a report.

Offer them any of the free reports we have available on the Lead Capture Website. Just enter your into onto the page and print the Thank You Page that has the report on it.

**Here are a few of the reports you can offer to them.**

- ★ 10 Tips To Make More Money From The Sale Of Your Home.
- ★ 4 Ways To Make Your Home More Attractive To Buyers.
- ★ 5 Negotiating Strategies You Can Use To Sell Your Home For

More Money.

- ★ 5 Reasons Homes Don't Sell.
- ★ 5 Tips To Get Your Home Sold FAST!
- ★ Don't Give Your Home Away Just To Get It Sold!
- ★ And finally, always be ready to provide them with a Market Analysis for their home.

This is the key to the entire process where they eventually list with you. At some point in the future they will list with a Realtor. If you have done your job you will be that Realtor.

Most of the people you set up an info line for and talk to once a week will list with you. The rest will sell on their own or list with a friend or family member.

Do you need any extra help? Here is how to contact support for more help.

Email: [support@curryprograms.com](mailto:support@curryprograms.com)

Phone: 386-752-6534