

the FSBO Pak 1

Does this sound familiar?

You have just set down to dinner with your family and the phone rings...you answer and the caller says they saw your number on the For Sale Sign and just wanted some information about your home. You spend the next 10, 15, 20 minutes, talking to this individual in hopes this is the one. At the end of the conversation the person tells you thanks for the information, but they were just curious about the home and not yet ready to buy!

Imagine a call like that occurring several times over the course of a week – *early Saturday morning, late at night, or just as you are about to get into the shower?*

What is your solution?

Turn on the answering machine you say and call back at your convenience? Well, that still means you will be making the same conversation getting the same results! And the truth is, how many times do you really want to repeat the same information to every caller?

Ask tough questions at the beginning of the call – have you talked to a loan officer? Are you a serious buyer? Good screening technique, but you still had to get up to answer the phone, the caller could mislead you so they can get the information from you, or **WORSE - and I do mean WORSE – you could inadvertently offend the very person that would be willing to purchase your home, but are turned off by the initial contact!!!**

Let's face it, one of the headaches facing you as a FSBO seller is weeding out the lookers from the buyers!!

What would it be worth to you to be able to provide information to anyone – BUYERS or LOOKERS –and not having to pick up the phone? And when you do speak to someone on the phone - odds are they truly are interested in buying a home!

First, let me qualify something here, this system is not 100% guaranteed to prevent you talking to a LOOKER now and then, but in the majority of the cases, the LOOKERS will receive the information they are looking for without your speaking to them directly and they will go on their merry way!

So what is this phenomenal tool that will free you from the nuisance calls and connect you with potential buyers?

It's a toll free 800# with a recorded message in your voice giving the caller information about your home! In your message you can give all the information that a buyer or looker would want to know about your home. You would also include your home phone number for any interested BUYERS to call, if they would like to schedule a showing or just to answer any specific questions not included in the message. *The caller may also request to receive a brochure by fax, just by pressing the # key!* This brochure is prepared and placed in the system at the same time as the recorded message.

Here is how the system works –

1. you will be provided with an 800# with a unique extension number
2. you will prepare a message describing your home (an informational form is provided to you that helps you get all the details needed into the message)
3. a fax brochure is prepared based from the informational form
4. when the message is prepared and approved by you, it will be recorded to the 800#
5. when the fax brochure is approved by you, it will recorded to the 800#
6. a sign rider is provided to you to be placed in your front yard with a For Sale by Owner sign (no other phone number will be shown)
7. wait for the response
8. a weekly report will be emailed to you showing the calls to the 800#

How much would a #800 number be worth to you in screening out LOOKERS from BUYERS?

How much would it be worth to free up your home phone from calls at all times of the day or night?

How much would it be worth just for peace of mind?

Well, you could search for companies offering this service for \$40-\$60 a month, but they are selling you multiple extensions (something you don't need and would not want to pay for). **For the low price of \$15 per month, YOU can have a 24/7 answering service - that never sleeps, always answers the phone, and is ready to help you sell your home!** (There is one-time \$10 set-up fee).

Just think, for the price of 1 newspaper ad for 1 week (and statistics show that less than 2% of home buyers use the classifieds for their home search) you have a screening process in place and peace of mind from needless calls and conversations!

If this sounds good to you and makes '\$ & ¢' for your advertising budget, please call me at 713-254-2981 or email me at homes@crosbytx.us .

A final note, I am a Realtor[®]. **This is not an attempt to list your home!** Don't get me wrong I would be happy to list your home and I would be happy to discuss that with you, **ONLY** if you request my listing presentation! I have a 800 service that I pay for and use. I know it works and because of that I feel confident that this service can benefit you. There is no contract to sign, cancel at any time, and you will get a pro-rated return of any payment from date of cancellation! IF you are really unhappy with the service, I will refund your set-up fee. That is how confident I am, you will be satisfied with the results!

Wishing you the best,
Jim Nelson, Realtor[®]

p.s. – There are some additional benefits I provide to you free of charge.

p.s.s. - Need some other ideas about selling your home? Just call or email me.