

Becoming a Master

- Be pro-active and “on purpose”
- Decide how FSBOs fit into your income plan
- Have a plan to prospect FSBO
 - Choose an area to dominate
 - Decide on a methodology to identify opportunities
- Be effective
 - Research – The REDX (Provides cleansed DNC contact information)
 - Three Pronged Approach
 - Rules of the Game
 - Use a Tracking Form
 - Know your Marketing Presentation
- Be Prepared for Level 3
 - Marketing Presentation
 - Listing Contracts
 - Pricing Strategies