

FSBO Marketing Checklist

Which of the following strategies would you like to implement to market your home for sale?

- ☐ 1. Bring flyers to work. Hand out and post on bulletin board.
- ☐ 2. Call Capture Hotline on sign rider.
- ☐ 3. Newspaper FSBO classified ad
- ☐ 4. FSBO website listing – i.e. www.propertyguys.com
- ☐ 5. Unaddressed postcard mail drop around neighborhood
- ☐ 6. Drop off flyer at Realtor offices – pay buyer's agent fee
- ☐ 7. Real Estate Weekly newspaper ad
- ☐ 8. FSBO signs with arrows – connect major streets
- ☐ 9. Conduct open house on same day as other open houses
- ☐ 10. Fax completed open house Guest Registry to mortgage advisor for follow-up and securing financing.
- ☐ 11. Craig's List FSBO Ad