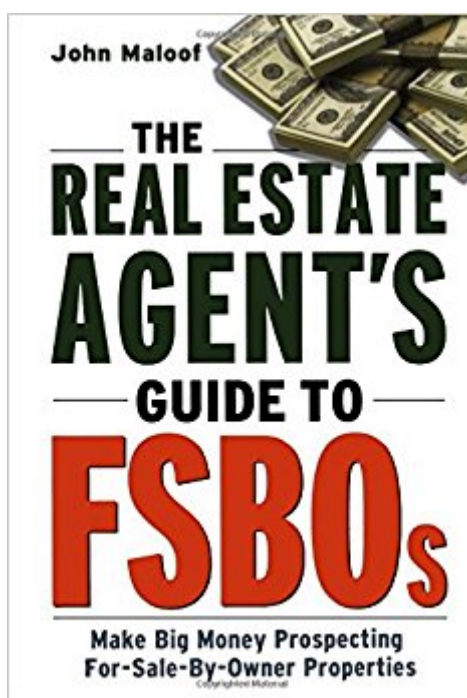


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# The Real Estate Agent's Guide To FSBOs: Make Big Money Prospecting For Sale By Owner Properties



## 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

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John Maloof (Chicago, IL) is currently the top producer at the second-largest Century 21 office in the Chicago area and is a member of the National Association of Realtors. He is the recipient of 4 awards including the Century 21 Platinum Award 2005, and Century 21 Masters Diamond Award 2005.

Great product! I would recommend

This book shared advice for agents that is tried and true to help anyone further their income in the real estate world.

A So-so read...

good basic starter guide

The main point of this book is to develop a system for following up with fsbos. Enjoy

Fair.

Helpful to a point

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.

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