



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

John Maloof

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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.

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