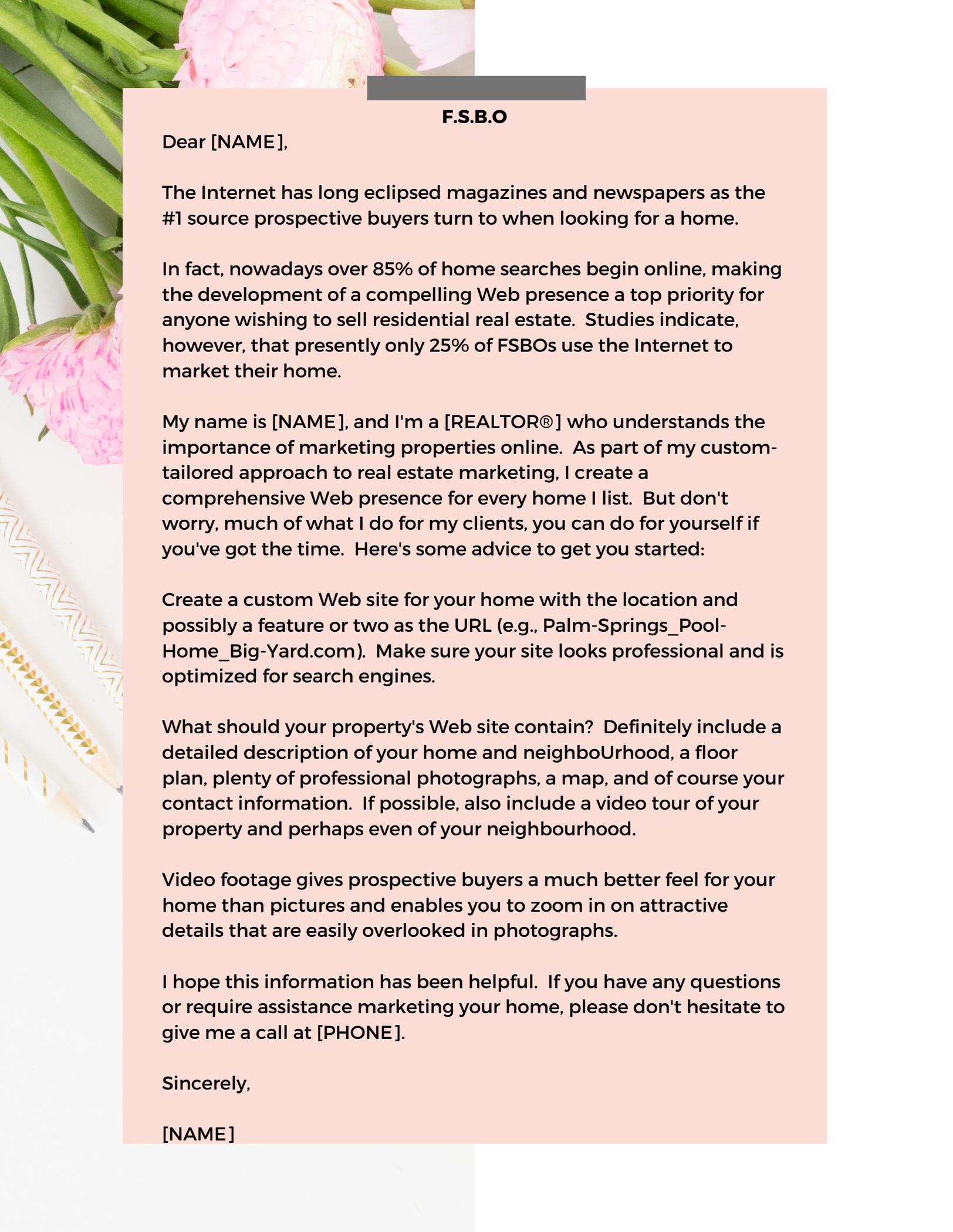




S C R I P T S F O R

F.S.B.O

IN PERSON, BY EMAIL OR PHONE



F.S.B.O

Dear [NAME],

The Internet has long eclipsed magazines and newspapers as the #1 source prospective buyers turn to when looking for a home.

In fact, nowadays over 85% of home searches begin online, making the development of a compelling Web presence a top priority for anyone wishing to sell residential real estate. Studies indicate, however, that presently only 25% of FSBOs use the Internet to market their home.

My name is [NAME], and I'm a [REALTOR®] who understands the importance of marketing properties online. As part of my custom-tailored approach to real estate marketing, I create a comprehensive Web presence for every home I list. But don't worry, much of what I do for my clients, you can do for yourself if you've got the time. Here's some advice to get you started:

Create a custom Web site for your home with the location and possibly a feature or two as the URL (e.g., Palm-Springs_Pool-Home_Big-Yard.com). Make sure your site looks professional and is optimized for search engines.

What should your property's Web site contain? Definitely include a detailed description of your home and neighborhood, a floor plan, plenty of professional photographs, a map, and of course your contact information. If possible, also include a video tour of your property and perhaps even of your neighbourhood.

Video footage gives prospective buyers a much better feel for your home than pictures and enables you to zoom in on attractive details that are easily overlooked in photographs.

I hope this information has been helpful. If you have any questions or require assistance marketing your home, please don't hesitate to give me a call at [PHONE].

Sincerely,

[NAME]