

**THE 26 STEP**  
**FOR SALE**  
**BY OWNER**  
**MARKETING PLAN**



# CONGRATULATIONS on seeking out new ways to sell your home!

## WHAT ARE THE 26 STRATEGIES?

Within the pages of this guide are 27 proven strategies to gain more exposure on your FSBO – some basic and some advanced.

## HERE'S WHAT YOU SHOULD DO.

A word of warning: This can be extremely overwhelming if you try and implement all of these strategies at once. The goal isn't to overwhelm yourself with 27 new strategies. It is to gain more exposure to your home in hopes to find the right buyer, and make a great sale!

## SO YOU CAN FIND THE RIGHT BUYER make sure stay consistent with these strategies.



*here's to your success!*

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REALTY

Measure and  
verify room  
sizes

STEP  
01

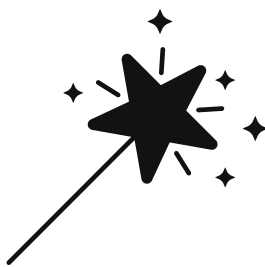
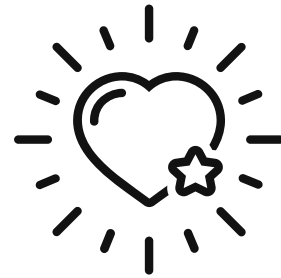


STEP  
02

Assess and fix  
minor repairs

Find comparable  
properties that sold  
in the last 6 months

STEP  
03



Enhance the curb  
appeal of your home

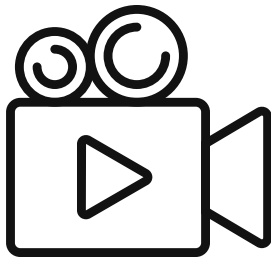
STEP  
04

Determine who  
your ideal buyer is

STEP  
05

Have your home professionally staged

STEP  
06

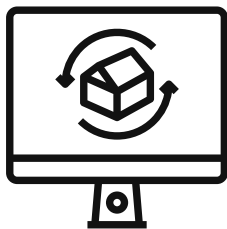


STEP  
07

Get professional photos taken of your home

Hire a videographer to create a professional video of your home

STEP  
08



STEP  
09

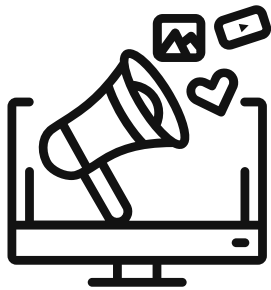
Get drone footage of your property and the local town

Create a 3D Matterport video tour for online viewers

STEP  
10

Get a brand new FSBO sign with fluorescent letters and numbers

STEP  
11

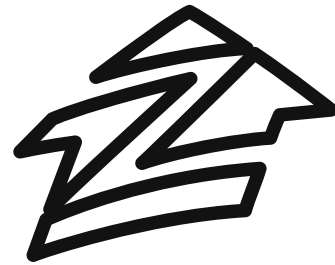


Write a compelling listing description

STEP  
12

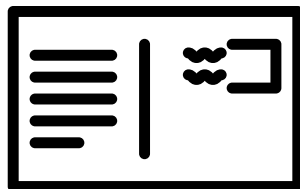
Post your property on your personal social media pages

STEP  
13



Upload your home to popular listing sites

STEP  
14

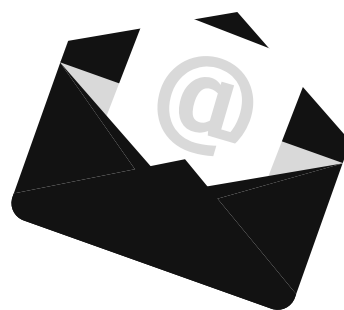


Create a postcard campaign to attract local buyers

STEP  
15

Call your sphere of influence to let them know about your home

STEP  
16



STEP  
17

Launch an email campaign to your contacts

Create and hang door hangers in your neighborhood

STEP  
18



STEP  
19

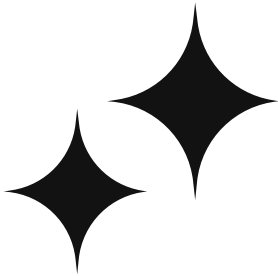
Send your listing to the top 30 agents in the area

Create a Facebook event for an open house

STEP  
20

Create a Facebook ad to promote your open house

STEP 21



STEP 22

Host a mega open-house

Have your home professionally cleaned

STEP 23



Call your neighbors inviting them to your open house



STEP 24

Collect information from people that come see your home

STEP 25



Provide buyers with professionals references

STEP 26

# CONGRATULATIONS!

## You finished reading the 26 step FSBO plan!

If you have any questions, don't hesitate to reach out to me!

As a Realtor and Charleston local, I strive to create meaningful and lasting relationships within the community. I am eager to assist in your real estate transactions. With PREMIERE GROUP, I have a wonderful team to help me accomplish these goals, and an abundance of resources and tools to make each and every transaction fulfilling and convenient for consumers. Thank you for reading my FSBO Guide , and I wish you the best of luck on your real estate journey.



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