



Ten Free Things FSBOs Want

Include several of these giveaways in a free services package targeted to FSBOs. Use others to mail one at a time to FBSOs to build a relationship.

- How to get your home ready for sale--this can be the same handout you use for sellers who list with you.
- How to conduct an open house.
- A lead-paint disclosure brochure from HUD and information on how they can obtain a supply of lead-paint disclosure pamphlets.
- A list of required property disclosure forms.
- A list of suggested inspections often required by sellers—home inspection, termite inspection, radon, and so forth.
- Sellers' and buyers' net sheet for calculating what they will realize in the transaction.
- Suggestions on way to market their property—include items here such as listing with the MLS, posting on listing Web sites, and suggestions for local papers and home books that feature real estate ads.
- A brief overview of mortgage financing, including fixed and adjustable loans, points, loan-to-value ratios, and so forth.
- A sheet explaining how to qualify buyers.
- A copy of the HUD 1 Settlement Statement.

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