

Getting Fees From FSBOs



If your company permits it, you can still gain some income by offering limited service options to FSBOs who may not want to enter into a full-service listing agreement.

Free Offers

Use these offers as ways to build a relationship that leads to a full-service listing:

- Brochure box
- For Sale signs
- Flags and open house signs
- List of advertising sources
- Free school report for buyers

Income Sources

If you can secure a full listing, these tasks can bring in some income and keep you in contact with the FSBO. And, of course, you can offer to fold all prior charges into your commission if the FSBO lists with you during before the home is sold:

- Any transaction-related activity charged on a per hour fee
- Creating a CMA for the property
- Developing a marketing plan for the property
- Listing the home on the MLS
- Showing the property to buyers
- Earning a partial commission if you locate a buyer for the home—commission rate and terms should be agreed upon in writing through a letter of agreement signed by both parties.
- Negotiating purchase agreement and amount of deposit
- Overseeing inspections and other tasks necessary for closing.

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