## *The agent system for FSBO lead generation and client development*

Real Pro FSBO is a marketing system that generates leads and nurtures client relationships from FSBO listings. The system consists of a FSBO stealth website and a complete e-mail campaign and lead management system. Using Real Pro FSBO, you will get more leads, more listings, *and* more buyers to grow your business.

**For one low monthly fee you get:**

- Hosted FSBO Stealth Website

- E-mail Marketing System including
    * E-mail stationery
    * E-mail campaign letters
    * E-mail blast tool
    * Multiple auto-response drip e-mail campaigns
    * "Control Panel" lead management system

Today, many homeowners assume they can sell their own home without an agent. Often tech-savvy, these homeowners want to advertise on-line as well as in traditional media. Using Real Pro FSBO to provide a free resource for posting their FSBO property gives you a rich source of buyer and seller leads alike.

**How the system works**

The system gives you a stealth website for homeowners to post FSBO properties as a "free service." FSBO home sellers willing to pay a buyer's agent fee register on your Real Pro FSBO stealth website to upload their home information, including photograph. Once registered, your automated e-mail campaigns stay in touch with them by periodically sending messages that subtly build your brand and establish your professionalism. This gives you the inside track for selling their home for a commission.

In addition to your promotion of the FSBO site, sellers will promote your site at their own expense to attract potential buyers. As buyers look at FSBO properties on the site they also register in order to receive phone and address information for homes that interest them. In turn, these buyers are entered into a different e-mail campaign that promotes your services to buyers. If a buyer is going to use a buyer's agent, chances are it will be you!

Over time, sellers in your e-mail campaign who have trouble selling their home will realize they need your professional services. Since you've developed a relationship with them via your automated e-mail campaigns, you're likely to be the agent that gets the listing!

## Powerful emailing system

Just the FSBO website alone is worth the low monthly fee. But Real Pro FSBO includes a powerful emailing and contact management system for staying in touch with FSBO prospects and clients. As you develop your lead database, you stay in touch with periodic relevant email messages on your own branded stationery that's part of the package.

As an example, you can maintain one drip campaign with information for prospective buyers, and another for prospective sellers. You can send one-time "blast" messages to announce important news to clients or other prospects. When FSBO prospects regularly recieve helpful information from you, you are developing a client relationship on-line, automatically!

## Easy upgrade to Real Pro Gold

Real Pro Systems offers an array of marketing solutions for real estate agents. Real Pro Gold is the gold standard for agent lead generation and client development. It provides a main agent website with customized home page, two additional lead generation stealth sites, an agent blog, and more. When you buy Real Pro FSBO, your investment is completely secure because your web content and e-mail campaigns can be carried forward directly into Real Pro Gold without modification!

## Get Results!

In today's challenging market, working FSBO's provides a great opportunity to generate leads, get listings, and identify buyers. Real Pro FSBO is a unique approach that is proven to work with a minimum of expense and effort on you part. No matter what other tools you may be using, Real Pro FSBO can increase your on-line presence and grow your business.

To learn more about Real Pro FSBO, please contact Real Pro Systems sales at 541-686-0015 or visit www.realprosystems.com.

## Additional Services Available from Real Pro Systems

* Real Pro Gold for Agent Lead Generation and Client Development
* ProLeads Marketing Services
* Integrated iHomeFinder IDX Account
* Search Engine Submission Services
* Monthly Agent Podcast Production

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