



THE 7-STEP FSBO **MARKETING** **PLAN**



TABLE OF CONTENTS

1 Why Marketing Matters

2 The 7 Steps

3 Quick Action Checklist

4 About Me



WHY MARKETING MATTERS

Buyers can't make offers on homes they never see.

In today's market, a single listing post isn't enough — it takes a strategy that combines digital reach, local mailers, and social engagement to build awareness and drive showings.

Example:

Two nearly identical FSBO homes listed at \$399K.

- One posted only on Zillow: 8 showings, 0 offers in 30 days.
- The other ran simple Facebook ads and mailed 50 nearby neighbors: 19 showings, 3 offers in 17 days.

Visibility equals velocity.

THE SEVEN STEPS

1 Professional Photos

Your photos are your first showing. Bright, clean, well-staged spaces attract real buyers — not browsers.

2 Compelling Description

Lead with lifestyle. Talk about light, layout, and how the home lives — not just specs.

3 Multi-Platform Exposure

Post across multiple digital platforms: Zillow, Facebook Marketplace, Nextdoor, Homes.com, and even community Facebook groups.

4 Multi-Type Marketing

Combine online exposure with offline strategies:

- Neighborhood postcards or flyers
- Email blasts to local agents or buyer databases
- Targeted social media ads within a 10-mile radius

5 Curb Appeal & Signage

Add simple signs with directional arrows. Keep your front yard clean and inviting — curb appeal draws drive-by buyers.

6 Fast Follow-Up

When someone inquires, respond quickly and professionally. Serious buyers move fast — you should too.

7 Track & Adjust

After two weeks, review showings, feedback, and traffic. Adjust photos, ad targeting, or price positioning based on real data.

QUICK ACTION CHECKLIST

- Professional photos ready
- Listing live on multiple platforms
- Mailers or postcards sent locally
- Social and digital ads active
- Signage installed
- Inquiry log or CRM tracking responses
- Review feedback after 10–14 days

Pro Tip:

Marketing isn't "set it and forget it." It's about rhythm — consistent visibility that builds momentum



ABOUT ME

I help homeowners sell with confidence and clarity. My approach is simple, transparent, and focused on results. Whether you're selling on your own or want expert guidance, I'm a resource — no pressure attached.

Erik Chapman

Realtor | eXp Realty | 256.221.1295

