

Are you looking for a new market?

**For Sale By Owner is the niche market
you should be mining in 2007**



Excalibur's "FSBO Ad Sitter" is the key.

**Each FSBO sign that you see has a minimum
of 2 mortgage deals and a lot of referrals if you work at it.**

Read on

PS If you have an Excalibur account a simple phone call and presto, you will have your first 5 FSBO Ad Sitter codes. Call 1-888-302-6593.

Confidential: Mortgage Specialists & Loan Officers EYES ONLY

For Sale By Owner 24hr Ad Sitter

For Sale By Owner marketing program for Mortgage Specialists and Loan Officers

Value Added Services Offered by Loan Officers to Help For Sale by Owners to Sell their Homes

24 Hour FSBO Ad Sitter

The no hassle, no pressure way for prospective buyers to get information on the FSBO property. The 800# works 24 hours a day 7 days a week answering calls, logging calls, giving the FSBO's message to the callers in FSBO's or your voice, and automatically sending fax material when requested by the caller.

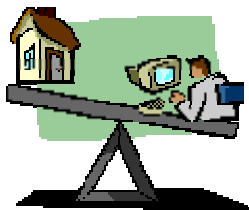
The 800# will answer calls from anywhere in Canada and the United States giving the caller the FSBO's/your message, plus the option to receive a fax or leave a voice mail message. Automatic paging of the caller's phone number and home code is sent to your pager instantly when a caller leaves a voice message. Voice Mail messages automatically log the date, time, home code number called. You receive an **Audio E-Lead** on every caller. You can also have the same leads emailed to the FSBO showing them the value from their advertising and lawn sign.

Audio E-Leads

Audio E-Leads will deliver HOT (60 seconds old) email leads to your computer and/or cell email address and to the FSBO's computer. Immediately after each call into your 800 Hot Line Service, Audio E-Leads will be sent to your email address giving the caller's phone number, name and address if available, area of interest and an attached voice mail message if a message is left by the caller.

Double Deals for Loan Officers

YES it will take a little work.



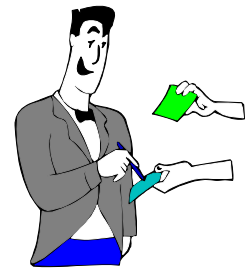
Work

BUT a little work never hurt anyone.



Done Deals

IF the end result is 2 Deals



Two Pay Checks

PS You want to initiate some deals but you don't have an Excalibur account. Either call 1-888-302-6593 and ask for the one page (I can cancel anytime) subscribers form or visit <http://www.ihatecoldcalls.com/leads/subscriber2.pdf>, print it, fill it out and fax it to 1-888-868-6464.

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Benefits to For Sale By Owner (FSBO)

- **Privacy and Personal Security:** The home phone is never given out, only if the FSBO wishes to add their home phone number to the “0” call forward. End the message on the property with “If you would like to have the home owner call you back please press 6 and leave your name and phone number. To be connected to the home owner now, press zero”.
- **Control:** You assigned the FSBO their own ID, Password and code with instructions on how to load message and fax back material.
- **Audio Marketing Message:** FSBO may load or change their own marketing message or you do it for them;
 - Help them write a script that paints an audio picture of the highlights of the property.
 - Add your unique mortgage offer into the script.
 - End the message with “If you would like to have the home owner call you back please press 6 and leave your name and phone number. To be connected to the mortgage specialist for this property press 1. To be connected to the home owner now, press zero”.
- **Audio E-Ad for the FSBO web site:** This is a link to the audio file stored on the Excalibur service. Simply cut and paste the link into the FSBO web site listing if permitted.
- **Fax Back Marketing Material:** FSBO may load their own fax material or you do it for them;
 - Have the FSBO supply you with a one or two page marketing piece for their home.
 - Add your mortgage qualification sheet and contact information.
 - Add a map or plot plan of the property.
- **Caller Screening:** FSBO will be sent an Audio E-lead each time someone calls on their property. If the caller left a voice mail message it will be attached allowing the home owner to screen the calls.
- **Professional Marketing Tool:** FSBO can use your 800 number and their assigned code in any advertising media they wish, sign riders, brochures, fliers, bulletin board pull tabs, FSBO newspaper advertising, FSBO magazine advertising, FSBO web sites, etc.
- **Professional Tracking Tool:** The FSBO Ad Sitter can track up to ten different medias that the home owner may wish to advertise with.
- **The FSBO Ad Sitter is a Time Saver:** Home owners do not have to stay home waiting for the phone to ring. If they have text messaging the system can send them notice on each call. The Ad Sitter answers all calls professionally 24 hours a day seven days a week.

Benefits to the Prospective Buyer (The Caller)

- No busy signals.
- Callers are serviced 24 hours a day 7 days a week.
- Caller can leave voice mail, receive faxed material immediately or be connected directly to the home owner’s phone and to the mortgage specialist for the property.
- Callers can call from any place in United States or Canada toll free.

Benefits for Mortgage Specialist/Loan Officer

- A unique sales tool to build a relationship with a FSBO that may translate into two deals, a mortgage for the buyer and a mortgage for the home owner when they buy a replacement home.
- A unique sales tools where the FSBO’s advertising will generate new potential home buyers for you. After all, the FSBO is only interested in one buyer.
- **Side benefit:** Since your interest is not to list the property, only to help sell it, the home owner will more than likely ask you for a real estate agent recommendation when they become fed up and frustrated trying to sell the property themselves.

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Point to consider when offering your FSBO Ad Sitter package.

Plan 1 suggestion;

Mortgage Specialist/Loan Officer covers all FSBO Ad Sitter costs (budget \$8 to \$12 per month per active FSBO Ad Sitter). FSBO must:

- Include a mortgage qualification sheet with their information package.
- If caller presses 1 those calls are call forwarded to Loan Officer.
- Loan officer receives a copy of all audio e-leads sent to the FSBO.
- Offers to follow-up and qualify each lead for the FSBO.
- Offer a copy of Excalibur's Home Selling white paper.
- Home owner must allow a sign rider or a stand alone sign with (This property has been pre qualified by {your company name}) or (This property is covered by {your company name} preferred buyers package).

Plan 2 suggestion;

Charge the FSBO a fee for your services of \$250 or \$500 dollars up front. In addition to the FSBO Ad Sitter features offered in plan 1 suggestion, here is a couple of others.

- Agrees to a ??? if the buyer of the FSBO property places their mortgage through you.
- Agrees to a ??? if the FSBO places their mortgage through you when they buy a replacement home.
- Get a commitment from a real estate agent to agree to a credit \$??? Dollars of the selling commission if you deliver the listing when the FSBO becomes fed up and frustrated trying to sell the property themselves.

PS Still need help to understand how to become a Gold miner in the FSBO niche market? Please give us a call and we'll brainstorm a bit. Call 1-888-302-6593.

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Set up Procedure:

- Excalibur would assign a batch of 5 FSBO Ad Sitters to your Excalibur account (One ad sitter includes ID, password and home code).
- Access your account via <http://www.excal-com.com/agentadmin/>
- Upper left corner select the agent account that you wish to assign and hit “Go”.
- Fill in the FSBO’s information. Name, address and email address. PS **Do Not Forget** to fill in your call forward # “LO Transfer” (if the caller presses 1 the caller will be forwarded to this number) and your email address “LO Email”.
- Double check that the information is correct and hit the “save” button.
- Click on “Assigned Codes” the code for this FSBO Ad Sitter will come up. Enter the name and address of the FSBO in the description (This will display in the Audio E-Lead) and the home owners phone number under “Transfer No” (if the caller presses 0 the caller will be forwarded to this number).
- If there is a message loaded the “code#” will be high lighted, click it and listen.
- Hit the “save” button and “Load Out” (upper right).
- That’s it, you have set-up and assigned your first FSBO Ad Sitter.

FSBO 24Hr Ad Sitter users Guide

To Load your marketing message into your FSBO Ad Sitter code

- Step 1 Dial the Load # - 1-800-817-2801.
- Step 2 Enter your User ID # after prompt followed by the # key.
- Step 3 Enter your Password after prompt followed by the # key.
You are presented with the Main Menu.
- Step 4 Press 1 to Modify the Code Information.
- Step 5 Enter your FSBO Ad Sitter Codes after prompt followed by the # key.
You are presented with the code Menu.
- Step 6 Press 1 to Record or Re-record Primary Message.
- Step 7 Press 2 to listen to your Primary Message.

To Load your fax back document into your FSBO Ad Sitter code

- Step 1 Prepare your fax document and place in your fax.
- Step 2 Turn on the speaker mode on your fax machine.
- Step 3 From your fax machine dial the Load # - 1-800-817-2801.
- Step 4 Enter your User ID # after prompt followed by the # key.
- Step 5 Enter your Password after prompt followed by the # key.
You are presented with the Main Menu.
- Step 4 Press 1 to Modify the Code Information.
- Step 5 Enter your FSBO Ad Sitter Codes after prompt followed by the # key
You are presented with the code Menu.
- Step 6 Press 3 to load your fax document.

Sample of lawn sign for FSBO



This would be your 800 # and the your assigned FSBO Ad Sitter code



This would be your 800 # and the your assigned FSBO Ad Sitter code

Classified ad examples for FSBO

Classified Ad	Classified Ad	Classified Ad	Classified Ad	Classified Ad
For Sale By Owner 3 bed, 2 bath condo, North Shore Call {your 800#} and enter code {assigned FSBO ad sitter code} 24Hr.	For Sale By Owner 3 bed, 2 bath, SF on ½ acre, mortgage assessed Call {your 800#} and enter code {assigned FSBO ad sitter code} 24Hr.	For Sale By Owner 3 bed, 2 bath, SF on ½ acre, Zero down for qualified buyer. Call {your 800#} and enter code {assigned FSBO ad sitter code} 24Hr.	For Sale By Owner 3 bed, 2 bath, SF on ½ acre, \$4999 down for qualified buyer. Call {your 800#} and enter code {assigned FSBO ad sitter code} 24Hr	For Sale By Owner 3 bed, 2 bath, SF on ½ acre, \$559 per month qualified buyer. Call {your 800#} and enter code {assigned FSBO ad sitter code} 24Hr

How to approach a FSBO!

1. The direct knock on the door approach:

My name is {your name} from {your company name}. I am not here to ask for your listing. I am not a Realtor. I am Mortgage Specialist wishing to offer you the use of my marketing tools and home buyer and home seller assisted mortgage plans.

The mortgage industry is very competitive these days and my goal is to find home buyers who need a mortgage. Since you are advertising to sell yours, I would like to help a buyer purchase it.

I assume that is your goal too? {you should get a YES}

I notice that you are using your home phone number. Are you worried about your privacy and security by advertising your home phone number to the world? {you should get a YES}. By using the 24hr FSBO Ad Sitter your privacy and security will be protected.

If you have a minute I would like to explain how our 1-800 24hr FSBO Ad Sitter works {you should get a YES}.

You're on a roll, 3 yeses in a row.



- I've got your foot in the door. The rest is up to you, go for it.

#

2. Pick up the phone and call approach:

My name is {your name} from {your company name}. I am not here to ask for your listing and I am not a Realtor. I am Mortgage Specialist wishing to offer you the use of my marketing tools and Home buyer and home seller assisted mortgage plans.

The mortgage industry is very competitive these days and my goal is to find home buyers who need a mortgage. Since you are advertising to sell yours, I would like to help a buyer purchase it.

I assume that is your goal too? {your should get a YES}

I also notice that you are using your home phone number. Are you worried about your privacy and security by advertising your home phone number to the world? {you should get a YES} By using the 24hr FSBO Ad Sitter it will help protect your privacy and security.

I would like to offer this marketing tool to you free of charge so we can assist you in selling your property as quickly as possible to a qualified buyer.

Could I come around this afternoon and explain how our 1-800 24hr FSBO Ad Sitter works? I will only take twenty minutes.

You did it, you got your foot in the door.



Go sell your expertise.

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3. The Soft Sell approach, send a letter

Dear {Name of Home Owner}

I see that you are using your home phone number to market your home. I am very concerned about **Your Privacy and Personal Security** and would like to offer you the use of a 1-800 FSBO Ad Sitter code. With identity theft, home invasions, unwanted night callers and deceptive buyers it is prudent to protect your privacy as much as possible. The 1-800 FSBO Ad Sitter can help do this and also act as your 24 hour sales person.

My name is {your name} from {your company name}. **I am not asking for your listing and I am not a Realtor.** I am Mortgage Specialist wishing to offer you the use of my marketing tools and Home buyer and home seller assisted mortgage plans. The mortgage industry is very competitive these days and my goal is to find home buyers who need a mortgage. Since you are advertising to sell yours, I would like to help a buyer purchase it. In turn I would like to offer the use of a 1-800 FSBO Ad Sitter code.

The **1-800 FSBO Ad Sitter** is simply an 800 number and an assigned code that you use to market your property instead of your own private phone number. Most of the top realtors today use this concept to market properties. It saves them time, helps qualify the caller, protects their privacy and the privacy of their home seller. Plus, it is a North America wide number allowing prospective buyers to call from anywhere toll free.

If you are interested in learning more about the use of a 1-800 FSBO Ad Sitter code to market your home please call me locally at {your local number} or call this FSBO Ad Sitter for an example of how it works. Call {your Excalibur 800 #} and enter code {XXX#}.

Your community concerned Mortgage Specialist,

{your name}
{your company name}

Post card sample for FSBO target market

Special Offer from {your name} Mortgage Specialist

For Sale By Owner Marketing assistance

- Prepare a mortgage qualification sheet for your house
- Free 24 hour seven day a week sales assistant (my 800 IVR system)
- Answers all calls from any place in North America, 24x7
- Plays your marketing message about your house
- Faxes caller information automatically
- Takes voice mail messages
- Call forwards to your phone or cell if the caller wishes immediate action
- Alerts you immediately via email with the caller's voice mail message

Buyer Assistance

- Mortgage Specialist can pre-approve prospective purchasers
- Mortgage Specialist can offer mortgage package on financing specific to FSBO

Seller Assistance

- Supply assistance and coaching when mortgaging your next home
- Mortgage Specialist can pre-approve you so a quick purchase can happen
- Mortgage Specialist can arrange bridge loan if required

For details call (your Excalibur 800 #) enter code XXX#

**For Sale By
Owner**

Free Marketing Kit

Call

{your name}

{phone number}

PS What are you waiting for, someone else to mine your gold mine? Call 1-888-302-6593.