



Greetings Homeowners ...

A few years ago, my wife and I were looking to purchase a house directly from an owner, *such as yourself*, in an effort to eliminate the Realtor fees & commissions that usually inflate the overall cost of the house, and make it harder to negotiate a fair-selling price.

Unfortunately ... whenever we did locate a "For Sale By Owner" sign (FSBO), there were never any for-sale flyers available to help us (*or anyone*) determine if we might be interested in what the property had to offer, or not. A handout showing the selling price, if there was a pool, how many bedrooms, the square footage, etc., would have been extremely helpful.

During our own house-hunting expedition ... my wife and I drove all over town for weeks, collecting numerous sales flyers from those homes that truly understood the consumers' needs. In our ongoing effort to narrow down and evaluate what we were after in an area that fit our criteria, what we discovered was ... only real estate companies seemed to be creating sales flyers to help market homes to prospective customers.

*At some point it occurred to me ...* if I was really serious about selling my own home, the very least I should do is create some type of handout for people to pick up as they drive through the neighborhood. (*Imagine trying to sell yourself to an employer without giving them a resume.*) A simple flyer would have alleviated all our frustrations, and helped us "zero in and/or eliminate" the home ourselves. A flyer would have also kept us from calling those people with 4 bedrooms (*when we only wanted 3 and no pool*), and further eliminate the time-consuming "Q&A" sessions with perfect strangers. This situation is usually awkward for both parties, and all too often, a waste of time for everyone. We could have spent our time more wisely by contacting only those sellers that had the type of house we were looking to buy.



We saw countless FSBO homes, however, not one of these homes had anything more than a \$5 sign from ACE hardware placed in their yard showing a phone number. Some interested parties might try to call the number for more information, providing they had a pen and paper to write it down as they drove by. I've seen more effort and publicity given to a garage sale, than most people seem to do when trying to sell their own home.

After going to an Open House, my wife and I eventually contacted that realtor to assist us in our home search. From this individual, we later learned that a lot of people try to sell their own home at first ... but eventually, most of them end up contacting a real estate agent because they were unable to sell it on their own. Our realtor kind of scoffed at the whole idea of the "For Sell by Owners" approach.

I thought this to be a rather smug attitude at first, and then I realized how insightful these comments and observations actually were. If a homeowner only relies on a small inexpensive sign in their yard to sell their home, they will almost assuredly have very little success and will eventually end up contracting a realtor and paying the BIG commissions down the road.



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***The sad and funny thing, here is ...***

1) The first thing the new agent will do ... is remove the owner's ACE Hardware sign and substitute it with one of their own signs (*nothing new here except, it is usually LARGER and more visible from much greater distances*)(do you ... SEE NOW ... how this works?).

2) The second thing they will do ... is furnish the seller with a sales flyer handout (*almost never provided by the homeowner, until now that is ... doh! ... duh! ... eureka!*).

Although realtors do more than just provide signs or flyers, it is the first and primary step for laying a strong marketing foundation to get the word out, and into people's hands ... *that your house is for sale!*

Successful realtors already know the importance of signs and flyers as a major tool for reaching out and attracting or influencing prospective buyers. So why not use the same powerful techniques that all the TOP-selling real estate agents use! Don't give up in despair, and turn thousands of dollars in commissions over to some agent, until you have actually tried using some of their own sales methods to help you with your own marketing strategies.

For only \$500 ... we can help you take that next step ... to begin, we start by creating a professional-looking sales flyer for you to hand out. In fact, our special FSBO package (*which could save and earn you thousands*), may give you an advantage and set you apart from the other "for sale by owners" in your area.



***Our complete FSBO package contains the following ...***

- 250 customized, professional-looking Sales Flyers to use as handouts.
- A large professional-quality yard sign, which includes the smaller "feature/option" signs as well. (3-Bedrooms, Pool, Fireplace, Workshop, ect.,)
- Special "Info-Tube or Info-Box" to hold or display your flyers while protecting them from the weather.

- Complete set of (4x6) Color Pictures of the inside & outside of your home (*a great keepsake*).
- Duplicate set of digital pictures on CD that can be used on websites, or sent to newspapers & home magazines for additional publicity when needed.
- 1-year Internet Access to additional photos and comments regarding your home, for a more complete virtual-type home tour. Your flyer will also contain a web site address and unique login code so prospective buyers can preview your personal listing in much greater detail.

***Your customized sales flyer will include ...***

- » One or two selected pictures and a complete detailed list of information. Everything a prospective buyer might want to know about your home.
- » On the back side of the Flyer, there will be a street map to help someone find their way back to your home for a personal tour. It can even assist a new visitor with locating you easier the first time.
- » For easy duplication, both hardcopy and electronic CD versions can be taken to any "copy center" when more flyers are needed.



Although I have another *GREAT* idea to help advertise your home, our special FSBO package is probably the first, and most important, low-cost marketing choice that needs to be implemented, ASAP.

If you have already tried to sell your home yourself, without much success, contact us regarding our more advanced high-tech marketing approach that has proven to be extremely effective. Our Deluxe FSBO Package is generally double the cost of our standard package, therefore, this upgraded package is offered primarily to those clients experiencing serious difficulties that may require a greater "degree of originality" to attract a buyer's attention. Call for more details on this "very special" service.

**For more information or to schedule an appointment, call:**

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