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7 Hot FSBO Zillow Listing Tips





TIP 1

Tell Buyers What To Do

Here is the number one thing you should do to avoid paying a buyers agent...

Tell Buyers What To Do! We're serious. Potential buyers of a For Sale By Owner property shouldn't call an agent when they can work with you directly. The truth is that most buyers don't know how FSBO transactions work. So you need to tell potential buyers how it works. Don't worry, it's easy.

Here's the trick, in the description of your Zillow listing, add language similar to this: "Buyers, call or text me (your first name) directly at (555-555-5555) to schedule a home tour. We will use www.fsboHandshake.com to complete the purchase. Buyers receive free access to the professional support team at fsboHandshake. When you're ready to

make an offer, find our home at www.fsboHandshake.com with H-Code (123-456)."

If you don't include your phone number in your listing description a buyer likely won't find it. By default, Zillow puts your number at the very bottom, below agent phone numbers.

About 1/3 of home buyers are first time buyers so you really do need to let buyers know how it works and what the plan is. It's important to assure them they won't be on their own. If you want to avoid paying a buyers agent, go ahead and let buyers know to schedule the showing through you directly. You'll also want to be sure you share that the buyer won't be on their own during the transaction process. fsboHandshake is here to guide your buyer so you can save thousands.



**TIP 2****Tell Real Estate Agents The Truth**

Experienced FSBO sellers want to avoid getting phone calls from real estate agents and you should too. Buyer and Seller Agents alike will try anything they can to get commission money from you. Agents use several approaches including the “I’ve got an interested buyer and would like to chat with you” phone call, the “I can market your home better and get it sold quick” tagline and the perennial classic, “Can I schedule a time to see your home and chat with you about your listing?”. Real estate

agents are all trying to do the same thing, they want to take a percentage of the sale price from you. If you want to avoid phone calls from real estate agents consider including at the top of your listing description: “No real estate agent calls please.” This short and simple line really helps. Now, go forth with confidence. You can sell on your own, without an agent, and with a little help from fsboHandshake.





TIP 3

Host An Open House (or several)

The biggest advantage of For Sale By Owner sellers hosting their own open house might not be what you think. Sure, getting people in the door is good but the free mass email marketing is the big winning ticket. Here's the secret, Zillow automatically sends out an email blast when you schedule your open house. Every Zillow user who has saved your home will receive an email with a picture and link of your home with the day and time range of your scheduled open house. This keeps your listing top of mind for potential buyers who have already expressed an interest in your home. It puts some pressure on buyers who will know that with an open house another buyer might be making an offer.

Our recommendation is this, once you initially list your house, wait about three of four days so you have some

potential buyers who have saved your property. Then schedule your first open house. It's ideal to schedule to first one within two or three weeks of your listing. Zillow will email everyone who has saved your home and let them know about your open house, it's free marketing. A couple of days after your first open house is complete, schedule another one and Zillow will automatically send everyone an email again about your upcoming open house. Repeat this process every couple of weeks. This will keep your home top of mind to potential buyers who have already expressed an interest.

Call or send fsboHandshake a message and ask for our complete guide to selling For Sale By Owner which includes additional tips on hosting an open house.





TIP 4

Utilize Zillow's For Sale By Owner Video Walk Through Feature

A well-done video allows potential buyers to really understand your home and its layout. This will engage buyers who like what they see. Video is a great opportunity to highlight the unique features of your house. As an added bonus, adding a video walkthrough to your Zillow listing makes your listing more likely to be promoted by Zillow and might be shown at the top of the list of available homes.

To take advantage of video, you'll need to download the Zillow app to your phone or tablet. Before you get started, be sure your house is clean and clear of clutter. Plan out your video before you get started by picking your starting point and the direction you'll travel through the home. Your video will be time-limited by the application so think through where you want to showcase. Buyers will feel comfortable knowing the way around the house with video.





TIP 5

Utilize a text description with your pictures

When you upload your pictures to your Zillow listing (yes, you need good pictures) you can also add text. This text will appear at the bottom of the picture when potential buyers are reviewing your listing. You should add text to describe what the picture is of. Even if it seems obvious, for someone who has never been inside your house the extra text is really helpful. Go ahead and point out the little things too. For example, in the entryway you might say something simple like “Open entryway” and in the third bedroom you might say “Bedroom number 3 with a large east-facing window.” Add text to every picture so potential buyers feel pulled to click to the next photo.



TIP 6

Take advantage of the “What I love about this home” section

This section is where you can artfully share the wonderful things about your home and neighborhood. Is your property located near walking trails, a dog park, a good restaurant, nice neighbors? If so, then go ahead and share these gracefully. Over time, it’s easy to take for granted all of the features and amenities of your home and location. Try brainstorming a little bit and make a list of things buyers might like. Then pick your top four or five items that a buyer would really love about your home. Carefully craft your listing message to share these great features and amenities.





TIP 7

Include a Home Warranty with your property

If your home is more than a few years old some mechanical items in the home will start to breakdown over time. Buyers, especially first time buyers, struggle with knowing how much to budget for home repairs. Some buyers will shy away from a home that they perceive as likely to have high repair costs. You can provide your buyers with a Home Warranty which might just provide them with the peace of mind they might need to move forward with an offer.

Home warranties are relatively inexpensive, often around \$400. The price will vary greatly depending on the age, size, and location of a property. If you purchase a Seller's Home Warranty prior to or during your listing, most

companies will allow items that arise during the listing period, including items that might come up during a home inspection to be covered by the warranty. Then the warranty will transfer to the buyer at closing. Most plans are for one year. Check with your provider of choice to confirm your options.

With your Home Warranty purchased, in your Zillow listing, you might include language such as "Buy with confidence. A one year Home Warranty is included. The warranty covers air conditioning, heater, hot water tank, dishwasher, stove, etc." This will give buyers comfort that large budget repair items that might arise during their first year of ownership should be covered by the warranty.



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fsboHandshake platform works.

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The image displays two overlapping screenshots of the fsboHandshake website interface. The background screenshot shows the 'Property Details' form, which includes fields for 'NO. OF BEDROOMS', 'NO. OF BATHROOMS', and 'SQUARE FOOTAGE'. Below these are sections for 'Personal Property included in sale' and 'Permanent Property excluded in sale', each with a list of items and checkboxes. A 'LIST PRICE' field is set to '\$000,000'. The foreground screenshot shows the 'Add a Property' form, Step 1 of 2, with fields for 'Street Address', 'Apt / Unit', 'City', 'State', and 'Zipcode'.

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