



Mind the Gap

How to Work With FSBOs & Expireds

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In Europe, stepping on to a subway is preceded by a warning “Mind the Gap”. Deciding to work with FSBOs & Expireds can take your career in a new direction: Minding gaps in communication and procedure will give you the edge to be effective and profitable with this growing niche.

Learn how to attract these consumers through targeted, informed prospecting and a marketing message that appreciates generational and other differences. Discover how to keep, serve, and build these relationships by conducting a personal procedural audit of your practices.

In “Mind the Gap” you will

- Get techniques for locating FSBO and Expired prospects
- Design your approach to FSBOs & Expireds around what they need and desire
- Develop a listing and/or buyer presentation that “minds the gap”
- Evaluate and re-align to the marketplace based on a personal procedural audit
- Create marketing positioning you as the real estate information Go To source
- Identify specific prospecting methods that appeal to Baby Boomers, Xers, etc.
- Use highly personalized skills to speed up communication, decrease stressful misunderstandings, and reduce the number of days on market