

fitzbo For Sale
By Owner
www.fitzbo.com
1-888-8-FITZBO

Your Options

Combine a package with a la carte items to create your own unique marketing plan.

Features	Free Trial	Bronze	Silver	Gold	Platinum
Webpage on askfitz.com	✓	✓	✓	✓	✓
Printable flyers	✓	✓	✓	✓	✓
Yard sign	✓	✓	✓	✓	✓
Unique property code	✓	✓	✓	✓	✓
Call forwarding	✓	✓	✓	✓	✓
Email forwarding		✓	✓	✓	✓
24/7 voice recording			✓	✓	✓
Featured in Ask Fitz e-Newsletter			✓	✓	✓
Oswego Daily News Online listing				✓	✓
Virtual tour with email link				✓	✓
Duration	2 months	1 month	6 months	6 months	Until sold
Price	\$0	\$10	\$50	\$125	\$250



Package Features

Combine a package with a la carte items to create your own unique marketing plan.

Webpage on askfitz.com

Your FSBO property is included on the Our Listings page of askfitz.com, so you get the same traffic and exposure on our site as the full service listings. Your property also gets its own webpage with a unique url which you can use in classified ads to point interested parties to photos and contact information.

Printable flyers

Print handy marketing tools right from your webpage and distribute freely!

Yard sign

This isn't one of those flimsy paper and wire signs- the sturdy metal frame will hold up to whatever Lake Ontario throws at us. For Sale By Owner is clearly displayed, and John Q. Public can call 1-888-8-FITZBO and enter your unique property code for more information.

Unique property code

Instead of publishing your home or cell phone number on your lawn, give out your unique property code.

Call forwarding

When potential buyers call 1-888-8-FITZBO and enter your unique property code, the call is automatically forwarded to whatever number you specify. We won't intervene; we know you can handle it.

Email forwarding

We'll set up an email forwarding account using your unique property code so that your personal or work email address isn't floating around the internet. It's an automated system just like the call forwarding.

24/7 voice recording

Callers who enter your property code hear a recorded description of your property before they are directed to your line. With this convenient screening step, you won't have to repeat "three bedrooms, one and a half baths, \$96,000" for every call that comes in.

Featured in Ask Fitz e-Newsletter

Your FSBO property gets the same treatment as hot MLS listings, with a feature and link to your webpage that goes out to all of our subscribers.

Oswego Daily News Online listing

More full service frills for your FSBO property- get listed on Homes In Oswego County, the real estate site from Oswego Daily News. Realtors get this geographically targeted exposure for their listings, and now you can too.

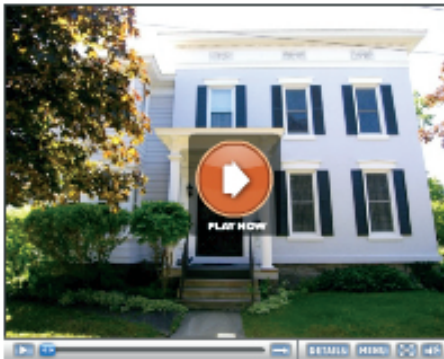
Virtual Tour with email link

An indispensable marketing tool, this series of photographs lets potential buyers see the interior of your home without tracking in mud. Publish the link wherever you wish!

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A la carte

Combine a package with a la carte items to create your own unique marketing plan.



Virtual tour \$50



Yard sign \$50



Lockbox \$25

 For Sale By Owner www.fitzbo.com 1-888-8-FITZBO	76 E Utica St. Oswego, NY 13126
	4 bedrooms 2 baths 2800 sq ft built in 1850 2 driveways laundry room walk-up attic \$150,000
Jo Jones 1-888-8-FITZBO x404 404@fitzbo.com	

Fast Facts business cards \$50

Comparable Market Analysis

Professional CMA \$100

PERSONALIZED PROPERTY CODE

24/7 voice recording \$25



Frequently Asked Questions

Why is a full service real estate agency helping For Sale By Owners?

Because we know that different people need different options when it comes to selling their home. Some of our clients are completely hands-off, and our full service agents are happy to take care of all the minute details for them. Others simply can't afford to pay a 6 or 7 percent commission, and they're willing to do a lot of the legwork to save money. We're happy to help them, too, and anyone in between.

How do I know I won't get ripped off if I do the two month free trial?

Because we don't take any credit card information or a deposit. In fact, we're the ones taking a risk by letting you borrow one of our nice, nice signs for 60 days. At the end of your trial, if you don't wish to continue with Fitzbo (or if you've sold your home) we'll simply deactivate your online listing. No hard feelings. Just do us a kindness and give us our sign back.

Won't I lose control if the calls and emails go through you?

The calls and emails do not go through us. The forwarding services are fully automated; we couldn't intercept them if we wanted to. These features are meant to protect your privacy and to give you *more* control by allowing you to screen potential buyers before giving them your contact information.

Will my Fitzbo listing be in the local MLS?

No, at this time only full service listings are submitted to the MLS.