



# FSBO PROS PARTNER PROGRAM

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Turn your FSBO Leads Into Income — Instead of Losing Them

## What Is FSBO Pros?

FSBO Pros is a seller-support program designed to help homeowners sell their home For Sale By Owner (FSBO) while providing:

- Buyer screening & safety
- Professional guidance
- Marketing exposure
- Real estate support without full commission

### **Built-In Seller Trust (Assurance Plan)**

- ✓ Portion of fee is returned to seller
- ✓ Builds trust & credibility
- ✓ Shows we are invested in their success

### **Seller Engagement Advantage**

- ✓ Build trust
- ✓ Keep sellers motivated
- ✓ Reduce failed FSBO attempts

 *Simple. Transparent. Scalable.*

## Why Partner With Us?

Most FSBO sellers:

- Don't list with agents ✗
- Sellers are unrepresented ✗
- Listing lead becomes a 100% missed opportunities ✗

👉 We help you monetize those leads instead of losing them

## HOW YOU GET PAID

### 1. 💰 Marketing Collaboration Fee

Refer a property owner interested in FSBO services

- ✓ Property owner enrolls in FSBO Pros program
- ✓ Once payment is received

👉 You earn a \$300 flat Marketing Collaboration Fee

💡 *This fee is paid for introducing a marketing opportunity and is not tied to any real estate transaction.*

### 2. 🏠 Buyer Representation Opportunity

If a buyer is represented by a FSBO Pros associated Realtor and the transaction closes:

- 👉 You receive a 10% referral fee (broker-to-broker)
- ✓ Paid at closing
- ✓ Applies only when the buyer is represented within the FSBO Pros network

### 3. 🔄 If Seller Decides to LIST

You have two options:

#### **A** Listing Opportunity (Agent Retains Listing)

- You are offered the opportunity to list the property
- FSBO Pros' associated broker receives a 20–25% referral (broker-to-broker)

#### **B** FSBO Pros Associated Broker Lists the Property

- We handle the listing process
- You receive a 20–25% referral fee (broker-to-broker)

💡 *Items 2-3 in this section will be paid via broker to broker as a referral fee.*