

FSBO COPY

Written by

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FSBO GUIDE OPTION I

EXT. A HOUSE - DAY

Someone outside puts a FOR SALE sign on the window.

(V.O.)

Property owners want to sell their
home for the highest price and
avoid paying out a big commission.

Someone outside talks to the homeowner and shakes hands like
a deal was made.

(V.O.)

Our For Sale By Owner Guide helps
you get your house sold for top
dollar by teaching you how to
prepare your home for sale, price
your home for your neighborhood,
and other tips.

A homeowner flips through the guide book and circles a tip
they find interesting.

(V.O.)

If you've been looking for a way to
sell your home faster for more
money, without being trapped or
taken advantage of... then your
search is over.

FADE IN:

"CLICK THE LINK TO GET YOUR FREE COPY OF THE FOR SALE BY
OWNER GUIDE"

(V.O.)

Sell your home yourself fast
without hassles or mistakes

FADE TO BLACK

END OF OPTION 1

FSBO GUIDE OPTION 2

INT. STUDIO

A spokesperson stands in front of a backdrop.

ACTOR

The bottom line, is that the housing market has changed completely. You have all of the tools you need on the internet to sell your home. And who knows more about the home than its owner?

CLOSE UP

ACTOR (CONT'D)

We believe selling your home yourself sells your home faster, and for more money. Without you being trapped or taken advantage of.

MEDIUM CLOSEUP

ACTOR (CONT'D)

Clicking on this link below gives you access to a free guide we give to owners trying to sell their property.

OVER THE SHOULDER

ACTOR (CONT'D)

In this guide we help you as the property owner prepare your property for sale so you can get it sold and get top dollar. We give you ideas on how to upgrade your home with repairs, and price your home for a competitive edge in your neighborhood.

CLOSE UP

ACTOR (CONT'D)

If you've been looking for a way to sell your home yourself for the highest possible price, and avoid paying big commission, your search is over. Get your free copy of the FSBO Guide with the link below.

END OF OPTION 2

FSBO GUIDE OPTION 3

INT. STUDIO

A guide book is illuminated.

(V.O.)
This free booklet will change how
you sell your house.

An actor stands on camera.

(V.O.)
Do you want your home sold fast?

Actor points at themselves in a 'Who? Me?' type of way. And
nods.

(V.O.)
Do you want more money?

Actor nods more excitedly.

(V.O.)
Do you want to be trapped or taken
advantage of?

Actor shakes head very worriedly.

JUMP CUT TO:

Booklet is still illuminated.

A hand throws a little amount of confetti.

The weblink appears on screen.

(V.O.)
Then click on this link. And get
this guide. For free. So you can
sell your house for the highest
possible amount without paying a
big commission.

JUMP CUT TO:

Actor slowly reaches for booklet to take it.

(V.O.)
Do you like free stuff?

Actor nods yes. Then takes it. They open it and read it as they walk off screen.