



Learn how Craigslist.com and other websites that post homes for sale by owner can be a fast and easy way to get motivated sellers calling you with very little effort.

You'll discover:

- Part 1: Is craigslist.com the only website with free for sale by owner leads?
- Part 2: How to approach the for sale by owner lead

To Your Success,

Phil Pustejovsky

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Part 1: Is Craigslist.com the only website with free for sale by owner leads?

No. Craigslist.com is not the only one. Another great website to bookmark is BackPage.com. Both of these sites are very similar and very popular. You can find tons of potential short sales at these two places.

From the Craigslist.com home page, you want to start by clicking on your city, or the city closest to you. Then, under the heading “housing” click on the link “real estate for sale”. It should be towards the top in the middle of the page. Then once you click on “real estate for sale”, at the top of the next page, you will see a search bar where you can narrow down your for sale by owner search. Choose from the drop down menu “real estate – by owner” since you want to communicate directly with the homeowner and then hit search. All of the ‘for sale by owners’ will appear below in order of who has posted their ad most recently.

For BackPage.com home page, you want to start by clicking on your city, or the city closest to you. Then, under the heading “real estate”, click on the link “house/condo”. Once on this page, you will see a search bar at the top. Type into the ‘search for’ space the phrase “for sale by owner”, then hit search. All of the ‘for sale by owners’ will appear below in order of who has posted their ad most recently.

Part 2: How to Approach the For Sale by Owner Lead

You can approach the ‘for sale by owner’ lead the same way, whether on Craigslist.com or on BackPage.com. Click on the most recent lead first and then locate the “reply to:” link just below the title. It should look like this:

Reply to: hous-1003374678@craigslist.org (for Craigslist.com)

Reply: [click here](#) (for BackPage.com)

When you click on the link, it will bring up your email on your computer. Use the following email:

Hello,

I saw your ad online about selling your house. If you would like to get rid of your home immediately, give me a call on my cell phone at 555-555-5555. I’m an investor and may be able to purchase your property very quickly. In fact, I specialize in buying property from people who owe as much or more than their property is worth.

Feel free also to email me back if you can’t reach me by phone. Look forward to speaking with you.

Sincerely,

Your Name