

# **The FSBO Social Media Listing Kit**

How to Market Your Home Online Without Paying for Ads

## **Contact Information**

Matt Warbet  
Keller Williams Realty

**[mattwarbet@kw.com](mailto:mattwarbet@kw.com)**  
**917-834-0159**

---

## 1. Where to Post (and Why)

Successfully marketing your home online starts with knowing where FSBO buyers are looking.

### **Facebook Marketplace**

This is where serious buyers look first. Most active user base for local real estate searches. Free to list and reaches millions of potential buyers in your area.

### **Facebook Groups**

Join local community groups, neighborhood groups, and buy/sell groups. These are highly targeted audiences already interested in your area. Personal connections matter here.

### **Instagram**

Visual platform perfect for showing off your home's best features. Use Stories and Reels for dynamic content. Reach younger buyers and those who prefer visual browsing.

### **Nextdoor**

Extremely local platform. Neighbors and nearby residents use this daily. High conversion rate because they already know the neighborhood.

### **Craigslist**

Still widely used for real estate searches. Free posting. Good for reaching buyers who prefer simpler platforms.

---

## 2. Your Posting Checklist

Before posting anywhere, make sure you have everything ready.

### **Photos**

You need 15 to 20 quality photos minimum. Too few photos hurt your listing. Take photos in good lighting, from multiple angles, showing every room and key features.

### **Basic Information**

Include price, number of bedrooms, number of bathrooms, and square footage. Never leave these blank. Buyers filter by these details.

### **Description**

Write a clear description of your home. Highlight key features and what makes your neighborhood special. Keep it honest and straightforward.

### **Contact Method**

Decide how you want to be contacted. Email, phone, text, or all three. Make your contact info easy to find and clearly visible.

---

## 3. Facebook Marketplace Step by Step

### Step 1: Choose Your Category

Go to Facebook Marketplace. Click “Create New Listing.” Select “Home and Garden,” then “Real Estate - For Sale.”

### Step 2: Fill All Fields

Don't skip any optional fields. Include price, location, bedrooms, bathrooms, home type, and year built. More information means more visibility.

### Step 3: Photo Order Matters

Lead with your best photo. Typically the front of the home or a stunning interior shot. Follow with other exterior shots, then move through the interior room by room.

### Step 4: Share to Local Groups

After posting on Marketplace, share your listing to relevant Facebook groups. Get permission first if required by the group rules.

---

## 4. Instagram Tips

Instagram is all about visual storytelling. Use these strategies to stand out.

### Carousel Posts

Upload multiple photos in one post. Instagram users love swiping through carousel posts. They get better engagement than single photos.

### Lead With Interiors

Most buyers care most about how the inside looks. Start your carousel with your best interior shot, not the front of the house.

### Storytelling Captions

Don't just list facts. Tell the story of the home. Describe the morning sunlight in the kitchen, the cozy evenings on the back porch, or the perfect spot for entertaining.

### Local Hashtags

Research and use location-based hashtags. Use hashtags like #YourCityName, #YourZipCode, #YourNeighborhood. Also use #FSBOHome and #ForSaleByOwner.

### Reels

Create short video tours of your home. Video gets more visibility on Instagram. Keep Reels between 15 and 60 seconds. Walk through your home, highlight key features.

### Post Timing

Post when your audience is most active. Generally between 11 AM and 2 PM on weekdays. Adjust based on your local market.

---

## 5. Photo Tips

Photos are your first impression. Get them right.

### Shoot During Daytime

Natural lighting is always best. Shoot interior photos during daytime with lights on. Avoid harsh shadows and dark corners.

### Shoot From Corners

Photograph rooms from the corners, not the center. This makes rooms appear larger and shows more in a single shot.

### Declutter First

Remove personal items, clutter, and extra furniture. A clean home photographs better. Consider removing family photos from walls.

### Landscape Orientation

Always shoot in landscape mode, not portrait. Landscape photos look better online and take up more screen space in listings.

### Shoot From Waist Height

Don't shoot from eye level or down at the floor. Waist height is more flattering for most spaces and shows proportions better.

### What to Include

Photograph all rooms, closets, storage spaces, and key features like fireplaces or built-ins. Show outdoor spaces, the driveway, and the front entrance.

### What to Skip

Don't photograph bathrooms with personal items visible. Don't include people or pets in listing photos. Don't show family photos or personal decorations.

---

## 6. What to Write in Posts

Writing matters as much as photos. Here are three approaches for different audiences.

### Short and Punchy

“Move-in ready 3 bed, 2 bath home on quiet street. New roof, updated kitchen. Great bones, great price. Check it out today!”

This style works best on Craigslist and when space is limited. Direct, factual, easy to scan.

### Medium and Detailed

“Beautiful 3 bedroom, 2 bathroom home in desirable Oak Street neighborhood. Recently renovated kitchen with stainless appliances. Hardwood floors throughout. Spacious backyard perfect for entertaining. Original hardwood trim and built-in shelving. Large garage. Walking distance to schools and shopping. Priced right and ready to move in. See photos for full details. Contact for a showing.”

This style works well on Facebook Marketplace where you have more room. Gives buyers concrete details without being overwhelming.

### Storytelling Style

“Imagine your morning coffee on the front porch of this charming 3 bedroom home. The renovated kitchen catches beautiful afternoon light. Hardwood floors flow throughout, leading to a spacious backyard that’s perfect for summer gatherings. Room by room, this house is thoughtfully updated while keeping its original character. New roof means peace of mind. The neighborhood is quiet but walkable to everything you need. This is the home you have been looking for.”

This style works great on Instagram and in group posts. Helps buyers envision themselves living there.

---

## 7. Common Mistakes to Avoid

Don't sabotage your listing with these errors.

### **Using Only One Photo**

One photo is not enough. Buyers won't click through or call. Use at least 15 photos, preferably 20 or more.

### **Using All Caps**

DO NOT WRITE IN ALL CAPS. It looks unprofessional and reads as shouting. Use normal capitalization.

### **Posting Your Full Address Publicly**

On social media, don't include your full street address in open posts. Use Marketplace where the address is shown only to interested buyers. Avoid public safety risks.

### **Listing a Zero Price**

Set your actual asking price. Placeholder prices like \$0 or \$1 hurt visibility. Buyers filter by price and won't find your home.

### **Slow to Respond**

Answer inquiries quickly. Respond to calls and messages within a few hours if possible. Quick responses lead to more showings and serious buyers.

---

## Ready to Sell Your Home?

Get started today with these platforms and watch the inquiries come in.

### **Contact Matt Warbet**

Keller Williams Realty

**[mattwarbet@kw.com](mailto:mattwarbet@kw.com)**  
**917-834-0159**

Good luck with your sale!