

THE FSBO LEAD FINDER STARTER KIT

Four prompts for Claude Code, and the calling rules to read before you dial

FSBO means for sale by owner. These four prompts are the ones used to build a tool with Claude Code that collected over 30,000 FSBO listings into one spreadsheet. Paste them into Claude Code one at a time, in order, and fill in the [BRACKETS]. Websites change and results vary, so check the output yourself. Nothing here is legal advice.

BEFORE YOU START

- Install Claude Code, then open it inside a brand new empty folder on your computer.
- Do each prompt in order and read what Claude shows you before moving to the next one.
- The listings are real people. Keep the data private, use it only for your own prospecting, and delete anyone who asks.
- Whole-country runs take many hours. Start with one state.

THE FOUR PROMPTS

PROMPT 1

Build the finder

I'm a real estate agent. Build me a tool that finds for-sale-by-owner (FSBO) home listings in [MY STATE or THE WHOLE US], merges duplicates, and exports a spreadsheet (CSV). 1) Use Node.js with TypeScript and a single-file SQLite database. Install whatever you need and explain what you do in plain English. 2) FIRST research which FSBO websites are worth collecting from. For each one: read its robots.txt, check that a plain request returns real listing data (no login, no CAPTCHA), and check its terms of use. Skip any site that blocks automated access, needs a login, or forbids it. Tell me what you skipped and why. 3) Write one small collector per site. Save one real sample page per site and write tests that run on the saved page (no internet in tests). 4) Rules you must never break: never bypass a CAPTCHA, login, paywall or bot block. If a site blocks you, stop and tell me. Wait at least 1.5 seconds between requests to the same site. Never fake or rotate identities. 5) Keep only real owner-sellers. Before trusting a site, open several listings and confirm they are not agent- or broker-listed. Drop rentals, "we buy houses" investor ads, bank-owned homes, and sold or pending homes. 6) Merge the same house across sites by matching street + zip after normalizing (St/Street, Ave/Avenue, N/North, unit numbers). A post with no house number must never be merged with another post. 7) Save: street, city, state, zip, price, beds, baths, sqft, source, link, first seen, last seen, and a phone or email ONLY if the seller published it on the listing. 8) Never put fake or sample listings in the real database. 9) After each run, print a table: listings per site, rejected, and which sites were blocked or empty. Be honest when a site returns zero. 10) Add an export command that writes one CSV per state. Start with 2 or 3 sites and a limit of 10 listings per site. Show me the spreadsheet before you expand.

PROMPT 2 **Make it check its own work**

Look at the spreadsheet like a skeptical buyer. List the 20 strangest rows: prices under \$5,000 or over \$10 million, rentals, investor ads, duplicates, missing addresses, odd cities or states. For each one, tell me why it got in, fix the collector, and add a test so it can't happen again. Then show me the new counts per site.

TIP **Get a second opinion**

Open a second Claude Code window in the same folder and paste: "Review the code in this folder like an adversarial tester. Try to break it. Report only problems you can reproduce, with the exact steps." A second reviewer found bugs the builder missed, including one that could have exported a Do Not Call number.

PROMPT 3 **Skip tracing, safely**

Add a skip-trace module that finds an owner's name, phones and emails from a property address. Build it in SAMPLE MODE first, with obviously fake data, so I can test without spending money. A real paid vendor may only run if I type BOTH --limit and --confirm. Add --dry-run (shows the cost, spends nothing) and --max-spend. Stop after 5 failed lookups in a row. Record every lookup and what it cost. If saving a paid result fails, keep it in a side file so I never pay twice. Never mix sample data into real exports.

PROMPT 4 **The Do Not Call gate**

Add a Do-Not-Call gate. A phone number may only go on my call list if a REAL Do Not Call checker cleared it within the last 31 days. Decide per phone NUMBER, not per property: if a number is on a Do Not Call list, or flagged as a known TCPA litigator, anywhere, withhold it everywhere. Fake or sample checks never count. Add a "call by" date column to the export. Phones that a listing itself published get the same check: a seller posting a number to reach buyers is not consent to a sales call. When exporting, print how many numbers were held back and why.

A NOTE ON SKIP TRACING COSTS

- Only about 4 in 100 of the listings we collected showed a phone number, so you will need a skip trace service for the rest.
- One service we researched advertises about 4 cents per owner found when you send addresses in a batch. That is the vendor's own claim and prices change, so check their page.
- Test 500 addresses first and measure how many owners it actually finds before you spend more.
- Vendor terms usually bar reselling the results. Use skip-traced phone numbers for your own prospecting only.

READ THIS BEFORE YOU DIAL

Calling rules, as researched on September 26, 2026. Not legal advice. Rules and fees change.

- A phone number is not permission to call it. The skip trace companies say this themselves.
- Get your own login to the national Do Not Call registry. It is free for your first five area codes. Each caller needs their own.
- Check every number before you dial, and re-check within 31 days of calling.
- About eleven states keep their own lists too: CO, FL, IN, LA, MA, MO, OK, PA, TN, TX and WY. The national list does not cover them.
- The National Association of Realtors says agents may not call a for-sale-by-owner seller who is on the national registry to offer to list their home. Confirm with your broker.
- One unlawful call can bring a lawsuit for \$500 or more, and texts are covered too. Call by hand, and do not text strangers.
- Call only between 8 a.m. and 9 p.m. in the person's time zone. Honor any "stop calling me" right away and keep a list.
- Optional extra checks for line type and known litigators cost roughly \$18 to \$20 per 1,000 numbers.
- Do not resell owner phone numbers. The vendors' terms bar giving or selling the results to other agents.
- Ask your broker or a lawyer: are numbers from a seller's own ad safe to call, how does your state treat texts, and what records should you keep?

Don't want to build it yourself?

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