

FSBO Automation Setup Guide

How to Set Up Your Own Automated FSBO Lead Tracker with Claude Cowork

What This Does

Once set up, Claude will automatically scan 8-13 real estate websites every week for new For Sale By Owner listings in your county, add them to your Excel tracker, and send you a summary of the best new leads — all without you lifting a finger.

What You Need

- A Claude subscription with the Cowork desktop app installed
- Cowork is currently in beta. You can find it at claude.ai/download
- A Windows or Mac computer
- A folder where you want to save your lead tracker (e.g., Documents > FSBO Leads)
- About 15-20 minutes to complete this setup

Setup Steps

Step 1

Create a Folder for Your Project

Create a dedicated folder on your computer for this project. This is where your Excel tracker and any reports will be saved.

Example location: `C:\Users\YourName\Documents\FSBO Leads`

Step 2

Create Your Excel Lead Tracker

Open Cowork and ask Claude to build the workbook for you. Just say:

```
"Create an Excel workbook called FSBO_Lead_Tracker.xlsx in my folder.  
It needs 4 sheets:
```

1. "Instructions" — a brief overview of how to use the tracker
2. "FSBO Sources" — a reference list of websites to check

```
3. "Leads" – the main tracking sheet with these columns:  
A: Date Added B: Source C: Status D: Address E: City  
F: ZIP G: Price H: Beds I: Baths J: Sqft K: Lot Size  
L: Year Built M: Listing URL N: Seller Name O: Phone  
P: Email Q: Offer Amount R: ARV Estimate S: Repair Estimate  
T: Est. Profit (formula:  
=IF(AND(ISNUMBER(Rn),ISNUMBER(Sn),ISNUMBER(Qn)),Rn-Sn-Qn,""))  
U: Last Contact V: Next Follow-up W: Notes  
4. "Daily Check Log" – columns: Run Date, Source, # New Listings Found, Notes  
  
Format it professionally with frozen header rows and color-coded headers."
```

Tip

Alternatively, ask Jen for a copy of her template workbook and just put it in your folder.

Step 3**Create a Project in Cowork**

Projects keep your automation organized and give Claude persistent context about your market.

Here's how:

1. Open the Claude Cowork desktop app
2. Click the + New Project button (or go to Projects in the sidebar)
3. Give it a name like: Find FSBO in [Your County]
4. Click on Project Settings or the gear icon
5. In the Project Instructions box, paste the following — customized for your market:

```
In this project, Claude will automatically scan real estate websites  
every week for new For Sale by Owner listings in [YOUR COUNTY], [YOUR STATE].
```

```
My market: [YOUR COUNTY], [YOUR STATE]
```

```
My goal: Find motivated FSBO sellers to contact as a cash buyer.
```

```
Follow these instructions when working in this project.
```

6. Click Save
7. Back in the project, click the folder icon to connect your FSBO Leads folder

Step 4**Set Up the Weekly Automated Scan**

This is the core of the automation. You'll give Claude a detailed set of instructions that it will follow every week automatically.

4a. Create the Task Instructions File

In your FSBO Leads folder, create a new text file called `task_instructions.md`. Paste the content from the Appendix at the end of this document into it, then customize the sections marked [IN BRACKETS].

4b. Set Up the Schedule in Cowork

8. Inside your project, type this message to Claude:

```
"Please set up a weekly scheduled task for me.  
It should run every Monday at 7am.  
Use the task_instructions.md file in my folder as the task instructions.  
Name the task: fsbo-weekly-scan"
```

9. Claude will use the Schedule skill to create the task automatically
10. You'll see a confirmation with the next scheduled run time
11. That's it — the scan will now run every Monday morning!

What Happens Each Monday

Claude will open your Excel file, visit each FSBO website in your browser, find new listings, add them to your tracker (skipping any duplicates), log the results, and send you a summary highlighting the best deals and motivated sellers.

Step 5

Customize for Your Market

Open your `task_instructions.md` file and update these key sections:

What to Change	How to Change It
County / State	Replace all instances of "[YOUR COUNTY]" and "[YOUR STATE]" with your market (e.g., El Paso County, Colorado)
Workbook Path	Update the full file path to match where YOU saved the tracker on your computer
Source URLs	Update each website URL to point to YOUR city/county (e.g., replace "pueblo" with "colorado-springs" in the Craigslist URL)
ZIP Codes	Replace the ZIP code list with the valid ZIPs for your county. You can search "[County Name] ZIP codes" to find them all.
Schedule Frequency	The default is weekly (Mondays 7am). If you want daily, tell Claude "change the schedule to run every day at 7am" and it will update it.

Running It Manually

You don't have to wait for Monday — you can trigger the scan anytime by opening your project and saying:

```
"Run the FSBO scan now"
```

Claude will execute the full scan immediately and add any new leads to your tracker.

Troubleshooting

The scan ran but found 0 new leads

This is normal — it means there were no new FSBO listings since the last run. Check your tracker's Daily Check Log sheet to see what sources were checked.

Some websites are blocked or inaccessible

A few sites (like Realtor.com) may block automated access. This is also normal. Claude will log those as skipped and continue with the other sources. You'll still get coverage from Zillow, Craigslist, Facebook Marketplace, and others.

The workbook path isn't being found

Make sure the path in your task_instructions.md exactly matches where the file is on your computer. Ask Claude: "What is the full path to my FSBO tracker?" and it will find it for you.

I want to add a new source

Just open your task_instructions.md file and add the URL to the sources list, then tell Claude to re-run. It will pick up the new source automatically.

Appendix: Task Instructions Template

Copy everything below into your task_instructions.md file, then customize the sections in [BRACKETS]:

You are performing the daily For-Sale-By-Owner (FSBO) scan for [YOUR NAME], a real estate investor/cash buyer focused on [YOUR COUNTY], [YOUR STATE].

GOAL

Find any FSBO listings in [YOUR COUNTY] that were posted or updated since yesterday, append them as new rows to the lead-tracking workbook, and log the run. Do not duplicate listings that already appear in the Leads sheet.

WORKBOOK TO UPDATE

Path: [FULL PATH TO YOUR WORKBOOK - e.g.

C:\Users\YourName\Documents\FSBO_Lead_Tracker.xlsx]

Sheets:

- "FSBO Sources" - reference list (do not modify)
- "Leads" - append new listings as rows starting at the first empty row. Columns in order:

A Date Added, B Source, C Status, D Address, E City, F ZIP, G Price, H Beds, I Baths, J Sqft, K Lot Size, L Year Built, M Listing URL, N Seller Name, O Phone, P Email, Q Offer Amount, R ARV Estimate, S Repair Estimate, T Est. Profit (formula), U Last Contact, V Next Follow-up, W Notes

Set Date Added = today, Status = "New". Leave Offer Amount / ARV / Repairs / Last Contact / Next Follow-up blank.

- "Daily Check Log" - append one row per source: Run Date, Source, # New Listings Found, Notes.

SOURCES TO CHECK (customize these for your market)

Priority 1:

1. Zillow FSBO: [https://www.zillow.com/\[your-county\]/fsbo/](https://www.zillow.com/[your-county]/fsbo/)
 2. Craigslist Real Estate by Owner:
[https://\[yourcity\].craigslist.org/search/rea?purveyor=owner](https://[yourcity].craigslist.org/search/rea?purveyor=owner)
 3. Facebook Marketplace:
[https://www.facebook.com/marketplace/\[yourcity\]/propertyforsale](https://www.facebook.com/marketplace/[yourcity]/propertyforsale)
 4. ForSaleByOwner.com:
[https://www.forsalebyowner.com/search/list/\[your-city-state\]](https://www.forsalebyowner.com/search/list/[your-city-state])
 5. Redfin FSBO:
[https://www.redfin.com/county/\[ID\]/\[STATE\]/\[County-Name\]/for-sale-by-owner](https://www.redfin.com/county/[ID]/[STATE]/[County-Name]/for-sale-by-owner)
- Priority 2:
6. Trulia FSBO: [https://www.trulia.com/for_sale/\[City,ST\]/fsbo_lt/1_als/](https://www.trulia.com/for_sale/[City,ST]/fsbo_lt/1_als/)
 7. Realtor.com FSBO:
[https://www.realtor.com/realestateandhomes-search/\[City_ST\]/show-fsbo](https://www.realtor.com/realestateandhomes-search/[City_ST]/show-fsbo)
 8. Homes.com: [https://www.homes.com/\[city-st\]/homes-for-sale-by-owner/](https://www.homes.com/[city-st]/homes-for-sale-by-owner/)

HOW TO FETCH

Use WebFetch first (fastest). If a site blocks WebFetch or requires login (Facebook Marketplace, sometimes Zillow/Realtor), use the Claude-in-Chrome browser tools (navigate + get_page_text) to scrape visible listings. If a site fails, log it and move on.

DEDUPLICATION

Before appending, load the existing Leads sheet and skip any row whose Listing URL already appears. If no URL, skip if Address + ZIP combo already exists.

COUNTY FILTER

Only include properties in [YOUR COUNTY]. List your valid ZIP codes here:

[e.g., 81001, 81003, 81004, 81005, 81006, 81007, 81008]

Skip listings from cities clearly outside the county.

PROCESS

1. Open the workbook with openpyxl, load Leads sheet, build set of existing URLs and (Address, ZIP) pairs.

2. For each source, fetch listings. Parse: address, city, ZIP, price, beds, baths, sqft, lot size, year built, URL, seller name, phone, email.
3. Filter to your county; dedupe against existing rows.
4. Append new rows to Leads. Preserve Est. Profit formula in column T:
`=IF(AND(ISNUMBER(Rn),ISNUMBER(Sn),ISNUMBER(Qn)),Rn-Sn-Qn,"")`
5. Append one row per source to Daily Check Log.
6. Save the workbook.
7. Send a short summary: total new leads, breakdown by source, flag any deals >15% below median or with motivation keywords (must sell, relocating, cash only, seller financing, rent to own).

CONSTRAINTS

- Never overwrite existing rows. Only append.
- Keep Status = "New" on everything added.
- Convert relative dates ("listed 2 days ago") to absolute dates before writing.
- Respect rate limits: if a site returns 429 or CAPTCHA, log it and move on.

Questions?

If you get stuck at any step, just open Claude Cowork and describe what you're trying to do. Claude will help you troubleshoot in real time.

Good luck! — Jen