



Assist-2-Sell Commits to the SearchHomesOnTV.com FSBO Hire-a-Pro Program

Assist-2-Sell has teamed with SearchOnTV Inc. to provide homeowners who sell their home on their own (so called "For Sale By Owner") with marketing and professional assistance.

Reno, NV, May 09, 2008 --([PR.com](#))-- With the ever-increasing number of homeowners deciding to go it alone in selling their home, [Assist-2-Sell](#) is teaming with FSBO marketer SearchOnTV Inc. to provide professional services through their more than 500 offices located throughout the United States and Canada.

SearchHomesOnTV.com offers a free posting of a FSBO listing and promotes their site through their weekly television show, Search Homes on TV, which airs on DirecTV Channel 225 on Wednesdays at 5:30 p.m. Pacific time and through syndication in Europe, creating a reach of more than 145 million households.

“Search Homes On TV's model creates an atmosphere of cooperation, basically bridging the For Sale by Owner and the real estate professional in an environment that allows both to coexist. Assist-2-Sell brokers are highly qualified, they know and understand all aspects of a transaction, and are well suited to assist the For Sale by Owner when called upon,” stated Lyle Martin, Assist-2-Sell's co-founder and co-chief executive officer.

John Giaimo, president of SearchOnTV Inc., stated, “SearchHomesOnTV.com has an effective means of reaching the home buying public, which is only part of the equation for the FSBO. Once they begin the paperwork process or closing escrow, they are in need of professional assistance. Assist-2-Sell has a large network of very qualified brokers to provide services under our “Hire-a-Pro” menu of services program.”

The “Hire-a-Pro” Menu of Services program allows real estate professionals to provide ala carte services. They can include “packaged” or “bundled” elements of a transaction for a basic hourly rate. The services provided and the fee associated with the service is totally up to the individual real estate broker.

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