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Trevelino/Keller Communications Group has added FSBO.com to its consumer practice. FSBO.com is one of the most popular sale-by-owner online sources, is the simplest and has positioned itself as the go-to web destination for by-owner real estate properties. According to Mike Malkasian, president of FSBO.com: "We need an agency that understands the current market challenges, but also recognizes the value proposition we bring to the table."