

FSBO

Resource Guide

FOR SALE BY OWNER



Courtesy of:

SWABB
REALTY GROUP

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1 Is Your Price Right?

Pricing Strategy: Pricing your home correctly is imperative! Home prices are determined by fluctuations in the marketplace, not by what you think your home is worth. You should utilize several resource such as a getting a comparative market analysis done, researching homes recently sold in the area or utilizing home appraisal sites to get an estimate of your home value.

~The Mortgage Reports

Staged home sell on average 73% faster

2 Prepare Your Home For Sale

Staging Your Home: You only have one chance to make a great first impression. You should conduct several inspections and complete need repairs that will affect the overall appears of the home. Look at your home through the eyes of the buyer.

- Invest time, energy and money on curb appeal
- Arrange or remove furniture to create an open-space appearance
- Remove items to unclutter walls and area buyers will be seeing. CLUTTER free.
- Always keep your house clean, and have a good smell
- Create welcoming environment; comfortable temperature, playing soft music, turning on the lights and open shares to let the sunlight in.
- Keep children, pet and guest away during showing.
- Prepare a fact sheet to have readily available



3

Beyond The Yard Sign?

Preparing Effective Advertisement: You should find local ways to market your home (local stores, churches, civic centers). Prepare visually appealing flyer with good intro pictures and a few of your best features and facts. Don't forget your location and contact information. Utilize real-estate websites such as Craigslist and Zillow. Target real-estate agents, who are already working with buyers.

- Try to answer phone calls immediately and respond within 1 hour to email prospects.
- Avoid exaggerating the features of your home.
- Consider Aerial views and video presentations. Use your best pictures
- Buyers want to know: Location, price, style of home square footage, bedroom and bathroom count.

Effective marketing will drive Qualified buyers!

4

Be Your Home Pro!

Answering Questions: The key objectives are to entice the caller to want to see your home OR to ensure no prospects leave a tour with a viable answer to any objectives. Ensure you are knowledgeable about your neighborhood, schools, trash collection, postal service and any issues with your home in general. Always be prepared to balance any negative impressions with positive points of view. Always float in the background during a tour. Remember to keep emotion out of your presentation.



6 You Will Get Tire Kickers!

Pre-Qualify Your Prospects: Time can be wasted on potential buyers who are unqualified to purchase a home. Before you schedule a tour research their buying potential. You can let them know you only schedule showings with those currently working with a lender OR you can ask opened questions with respect to salary, jobs and credit standing. Remember to develop a method that is consistent and fair with all prospects.

7 Negotiate The Offer!

Negotiate Effectively: You know your bottom line but be realistic about your outcome. Learn your buyer's needs and desires (do they need to move quickly, how are they financing the purchase, do they have agent). This information will allow you to negotiate items such as closing terms and price. It will also allow you to foresee possible setbacks with lenders.

8 Protect Yourself!

(Seller Beware): There are many details to be completed before, during and after a sale. You need to ensure your signage and advertising comply with government regulations. Avoid any type of discrimination. I would invest in a home inspection and a home warranty for buyer. Ensure you have all the required legal contract, utilizing reputable title and escrow companies and document all communications with buyer.

Contact Swabb Realty to discuss a SOS contracts kit?

Learn everything you can about selling a home and the FSBO process in general. Read books and do research online. Draw up feasible timeline for making the sale and moving a out of your home.



Pricing Strategy

- How are other homes for sale in your neighborhood priced and how do they compare to your home?
- Are most homes selling at, above, or below asking price?
- What is the average time on market for homes in your community and neighborhood?
- Have a professional on-site appraisal done.
- Set your listing price and decide on the lowest final selling price you will accept after closing costs and other expenses.
- Calculate expenses & cost associated with the sale?
- Be sure any liens or outstanding construction/repair items are paid in full.
- Determine if you are willing to pay for any repairs or are you selling "As Is"?



Marketing Strategy

- Maximize curb appeal and make sure landscaping looks great. Pressure wash exterior walkways.
- Consider touching up painting the front door and entryway area; as well as any needed interior rooms.
- Make sure all appliances, faucets, and toilets work perfectly and look clean.
- Clean the inside and outside of all windows.
- Remove all clutter inside and outside the home including the garage.
- Hire home inspector if you are unsure of any questionable repairs
- Only use quality photos of your home and local amenities. Consider drone photography for aerial shots.
- Decide when you are available for showings and dong open houses. Be consistent
- Place ads in local newspapers and real-estate websites, social media platforms and marketplaces
- Create Flyers with photos, features, and other information about your home.
- Prepare your signage – For Sale by Directional signs
- Prepare a list of feature vs benefits questions and answers to possible objections to home features.
- Prepare a list of questions to prequalify buyers. Remember to be consistent and fair.



Finalization Strategy

- Obtain all real estate contracts required in your state and read them carefully. (Any question should be directed to a real-estate attorney.)
- Select a reputable title company or escrow agent
- Require buyer to provide pre-qualification letter or financial documents (bank statements)
- Familiarize yourself with the home buyers process could take up to 60 days,. No your obligations.



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**Hiring a professional
could be in your best
interest.**

The Why

- ▶ Less DIY work required
- ▶ Professional Assistance with paperwork and negotiations
- ▶ Larger network for industry professionals
- ▶ Larger network for marketing opportunities
- ▶ Save Time on staging, photographs, listings, showings, filtering phone calls
- ▶ Buyers might not take you seriously
- ▶ Only 11% of Sellers DO NOT use an Agent. That means 89% DO



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