

For Sale By Owner Process Checklist



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1) PREPARING TO SELL

- ☐ Establish your price
 - ☐ What is your motivation to sell?
 - ☐ How does your home compare to others available?
 - ☐ What are your holding costs?
 - ☐ What is your desired timeline?
- ☐ Complete the required seller's disclosure
- ☐ Complete a pre-listing inspection
 - Purchase yard sign
- ☐ Clean and stage to be show-ready
 - Take pictures for marketing
- ☐ Write property description that is clear, compliant with FairHousing laws, and intriguing to potential buyers

2) MARKETING

- ☐ Advertise your property
- ☐ Respond to calls and inquires about your property
- ☐ Remain available and flexible to show your property to potential buyers

3) CONTRACT NEGOTIATION

- ☐ Review offer(s) and any supporting finance documents (accept, decline, or counter)
- ☐ Elements open to negotiation include price, inspection period, & closing date.
- ☐ Sign accepted contract and provide to the buyer (of their agent)

4) INSPECTIONS

- ☐ Be available and flexible to let inspector in to your property
 - be prepared to act quickly on any required repairs

5) REPAIR NEGOTIATION

- ☐ Review repair requests and requirements and decide action
- ☐ Secure trusted vendors and schedule repairs in accordance with contract agreement (often prior to closing)

6) PRE-CLOSING

- ☐ Continue to maintain the home (interior and exterior)
- ☐ Buyer will need to walk-through just before closing

7) CLOSING

- ☐ Closing day belongs to the buyer- home must be vacant per agreement
- ☐ Officially closed once buyers sign;

We respect your decision to sell your home without a Real Estate agent as your partner.

Selling your property is often an exciting, emotional, and sometimes stressful process. Tampa Bay Heroes is focused on providing all homeowners with the information and tools they need to make sound real estate decisions and meet their real estate needs and goals.

If you have questions during the process or would like to discuss allowing us to work for you, please reach out anytime.



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