

Possibly, you feel comfortable in the role of the “For Sale By Owner” and performing the steps outlined in this brochure, OR you may prefer to place the responsibility in the hands of a professional, which generally nets you more money than selling your home yourself! After all, buyers of For Sale By Owner homes expect to save the same REALTOR’s commission you do!

In any event, I would be happy to help you start by providing you with a FREE MARKET EVALUATION of your home (see step one).

Of course there is NO OBLIGATION!
Please call me at the number listed



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Steps to Sell “By Owner”



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21 Steps to Sell "By Owner"



Selling your own home is understandably tempting when you consider the amount of money saved by not paying a REALTOR'S commission. Consequently, you may want to consider the following steps involved in marketing your property!

- 1** Research the market for similar properties in the area that have sold recently, paying particular attention to the price and terms of sale. Then establish a realistic price for your property based upon that information.
- 2** Inspect your property with a "Buyer's Eye" and make a checklist of items that need repair or improvement, such as painting, thorough cleaning, plumbing and appliance repair or update, manicure of lawns and landscaping, cleanliness and organization of garage, tile and shower grouting, roof condition...etc.
- 3** Make all necessary repairs and improvements prior to attempting to market your property.
- 4** Research all financing alternatives such as FHA, VA "Conventional", Seller Carry Back, Adjustable Rate Mortgages, Foreign Buyer Programs and more in order to offer the most flexible terms for potential buyers. Check with each potential buyer's lender for a pre-qualification or pre-approval before negotiating an offer to purchase.
- 5** Determine where buyers for your neighborhood are coming from and which newspapers and online websites will attract buyers for your home. Then contact them for rate schedules and deadlines.
- 6** Prepare a professional ad that will attract the attention of potential buyers over and above all other ads in the newspaper and internet sites then place the ads each week in the selected medias.
- 7** Determine other sources of potential buyers and develop a marketing plan to attract those sources, such as transferees relocating from out of the area.

8 Develop a marketing budget to insure you don't spend more than you're saving by not paying a commission.

9 Manufacture or purchase an appealing, weatherproof "FOR SALE" sign and place it in an eye catching location of your property.

10 Manufacture or purchase enough "OPEN HOUSE" signs to direct potential buyers from major thoroughfares, through the neighborhood to your home and install them in strategic locations each time you hold open house, then take them down after each open house.

11 Since your home is not exposed through the most effective Real Estate marketing media (Multiple Listing Service), you should plan and hold "open house" each weekend. In some areas, you may want to consider weekdays also. Consider making your home cozy and inviting with flowers and scents (baking cookies or bread is always a winner).

12 Plan the presentation of your home in order to present it to potential buyers in the most favorable manner possible... and ALWAYS be available to show it! You never know when that "one true buyer" will show up!

13 Be prepared to answer questions and offer information regarding the location and other details of local schools (public and private), churches (all denominations), shopping, transportation, recreational facilities...etc.

14 Train yourself to effectively obtain names phone numbers addresses and email addresses of potential buyers for further follow up. Also learn to separate "lookers from qualified buyers" to avoid wasting unnecessary and energy on unqualified buyers.

15 Obtain all necessary forms and paperwork to professionally sell your home and avoid legal problems later in the transaction. There are many forms such as Real Estate Purchase Agreement, Buyer's Cost's breakdowns, and all Sellers Disclosure Forms which must be filled out by you. As a "For Sale By Owner" you are not exempt from California and Federal Laws requiring many types of written disclosures to the buyer.

16 Be prepared to negotiate with potential buyers in a calm, relaxed and professional manner, with no emotional outbursts that could cost you a sale.

17 Keep abreast of financing rates and be prepared to answer questions and assist potential buyers with their financing needs (see step four).

18 Negotiate final terms of sale with the buyer(s), such as sales price, financing, repairs, inspections, escrow period, contingencies, closing date, possession date, and other considerations, then open escrow. Be careful and have your lawyer check all documents! Escrow only follows instructions. Close to 70% of For Sale by Owner Transactions fail to close escrow due to negligence of items noted above.

19 Make your home available for the buyer's home inspection at the convenience of the buyers and their home inspector. Also schedule a Pest Inspection (Termite Inspection) at your expense and convenience.

20 Schedule a final walk-through inspection of the property with the buyer prior to closing escrow and giving possession. List any discrepancies and resolve disputes in writing to avoid future legal problems.

21 Locate and negotiate to purchase your next home while marketing your present home. Attempt to schedule the closing and possession of both properties in order to allow the seller of the home you're purchasing, the buyer of your home, and you to all move at the same time.