

F S B O

HANDBOOK

**A COMPREHENSIVE GUIDE TO
SELLING YOUR HOME ON YOUR OWN**



NIA SAWYER

LET'S BE HONEST

Selling your home on your own can be a rewarding endeavor, allowing you to maximize your profit and maintain control over the selling process. It's a great option for those with experience in real estate transactions. However, it's essential to recognize that navigating the selling process independently can pose financial and legal risks for those with little to no real estate experience.

But Fear Not,

While selling your home solo may seem daunting, it's entirely possible with the right knowledge and preparation. In this guide, I'll outline the entire home selling process for you, from preparing your home for sale to navigating the closing process.

"Keep in mind that selling your home without professional assistance is a challenge, and if you have any questions or ultimately decide to work with a Real Estate Agent instead, I'm here to help. Feel free to reach out to me anytime for guidance and support."




Nia Sawyer

YOUR LOCAL REAL ESTATE AGENT

Real estate is not a job for me, it's a passion, an obsession and a way of life. I'm driven by a strong desire to exceed your expectations and deliver results. I place strong emphasis on honesty, providing transparent advice on accurate pricing and top notch marketing.

Let's work together to turn your real estate goals into reality.

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THE ROADMAP OF SELLING YOUR HOME

This is the typical selling experience for homeowners who enlist the help of an agent. Whether you list your home independently or with an agent can significantly impact your home-selling process.

01

INITIAL CONSULTATION

We will discuss your goals, timeline and any specific requirements you may have.

02

SET THE RIGHT PRICE

Pricing is CRUCIAL! We will conduct a thorough CMA and work together to set the right price.

03

PREPARE TO LIST

We will provide you with the right staging plan & photography that will make your home appealing to buyers.

04

MARKETING YOUR HOME

We'll create a marketing plan to showcase your home and attract the right buyers.

05

SHOWINGS & TOURING

Once listed, we will give buyers the opportunity to tour the home and see if it is a fit for them.

06

NEGOTIATE OFFERS

As offers come in, we will go through each one and negotiate to get you the best terms.

07

MANAGE CLOSING

Work with the buyer's agent, attorneys, and title company to finish the sale.

GETTING YOUR HOME READY

As an expert real estate agent, I would emphasize the importance of thorough preparation to enhance your home's appeal and attract potential buyers. This entails meticulous attention to both the interior and exterior aspects of your property, ensuring it is presented in its best light.

Additionally, investing in professional-grade listing photos is crucial for showcasing your home's features and capturing the attention of prospective buyers.

Curb Appeal

First impressions matter. Enhance your home's curb appeal by maintaining a well-manicured lawn, trimming bushes, and adding fresh flowers or plants to the exterior.

Declutter and Depersonalize

Clear out personal items and clutter to allow potential buyers to envision themselves living in the space. Consider renting a storage unit if necessary.

Repairs and Upgrades

Address any necessary repairs and consider making strategic upgrades to increase the value of your home. Focus on high-impact areas such as the kitchen, bathrooms, and flooring.



PRICING STRATEGY

Selling your home at the correct price is pivotal. It determines whether your property sells swiftly or lingers on the market indefinitely.

Pricing accurately from the outset increases the likelihood of multiple offers, potentially boosting the final sale price.



How To Determine List Price

The misconception that listing your home at a higher price provides negotiation leverage is debunked by the reality that overpricing can deter potential buyers.

To ascertain your home's true value in the current market, examining recent sales in your neighborhood is crucial. Consider factors such as listing price, final sale price, days on market, square footage, and features to gauge an appropriate listing price.

WHAT DETERMINES YOUR HOME'S VALUE ?

RECENT SALES OF SIMILAR HOMES IN OR AROUND YOUR NEIGHBORHOOD.

ANY FEATURES OR UPGRADES YOU HAVE MADE TO YOUR HOME

WHETHER YOU'RE IN A BUYER OR SELLERS MARKET.

HOW MUCH COMPETITION THERE IS IN YOUR MARKET.

THE CONDITION OF YOUR HOME.

THE NEIGHBORHOOD AND LOCATION.

WHAT DOESN'T DETERMINE YOUR HOME'S VALUE ?

HOW MUCH YOU PAID WHEN YOU BOUGHT YOUR HOME.

HOW MUCH YOU'D LIKE TO MAKE FROM SELLING YOUR HOME.

ANY RENOVATIONS OR ADDITIONS THAT MAY NOT CARRY AS MUCH VALUE

BREAKING DOWN YOUR HOME'S VALUE

The most effective method to gauge your home's value is by examining recently sold properties in your neighborhood. It's essential to focus on homes that have recently closed rather than those currently listed, as this provides a more accurate representation of actual sale prices.

WHAT IS A CMA REPORT?

A CMA (Comparative Market Analysis) report is a comprehensive evaluation of a property's value based on similar properties (comparables) that have recently sold in the same area. Real estate agents use CMAs to help homeowners determine the fair market value of their property before listing it for sale. The report typically includes information about recent sales of comparable properties, current listings, and properties that were on the market but did not sell. CMAs consider various factors such as location, size, condition, amenities, and market conditions to estimate the property's value accurately.



A REAL ESTATE AGENTS' INSIDER TIP

The top reason most FSBO homes fail to sell is because of pricing. While a real estate agent will want your home to sell for top dollar, they also understand that the price is determined by what the market dictates. Keep a realistic approach when determining the price of your home; it will increase your chances of actually selling your home.

LISTING YOUR HOME

By strategically utilizing various marketing channels, you can enhance your home's visibility and increase the likelihood of a successful sale. Below are some ways you can maximize your listing:

Online Listings

With more buyers turning to online platforms to search for homes, it's crucial to leverage this trend to maximize exposure for your property. Listing your home on popular sites like Zillow and Redfin can significantly boost visibility and attract more potential buyers.

Traditional Marketing

Placing a "For Sale" sign in your yard and distributing flyers in the neighborhood can attract local attention. Additionally, networking with neighbors and spreading the word about your home's availability can help tap into potential buyers within the community.

Professional Assistance

Listing your home on the MLS is essential for maximum exposure. Realtors use the MLS, not online platforms, to find homes for buyers. So if your home isn't listed there, it's left out of searches, limiting its visibility. I'd be happy to help you get your home the attention it deserves by listing it on the MLS.



DOCUMENTS TO PREPARE

There are numerous crucial legal documents that need to be prepared, signed, and finalized when selling your home. It's essential to take the time to comprehend the significance of each document



PROPERTY DISCLOSURE

A document that provides detailed information about the condition of a property, including any known defects or issues. It ensures transparency between the seller and buyer.



PROPERTY DEED

A legal document that proves ownership of the property and is transferred to the buyer upon sale.



TITLE REPORT

A report that outlines the history of ownership and any liens or encumbrances on the property.



PURCHASE AGREEMENT

A contract between the buyer and seller outlining the terms and conditions of the sale.



MORTGAGE PAYOFF

A document that details the exact amount of money needed to fully pay off your mortgage loan.



BINDER RECEIPT

The form used to show receipt of an earnest money deposit.



PROPERTY SURVEY

A precise, professional measurement used to determine or validate the plot of land a home is built on.



HOA DOCS

Includes rules, regulations, and fees associated with the property if it is part of an HOA.



CLOSING DOCS

Documents used to exchange money and rights to real estate. Signed at closing and is the process of bringing the sale to a close.

SHOWINGS AND OPEN HOUSES

Some buyers will avoid a home that is FOR SALE BY OWNER because it can get awkward. To make showing a success, follow these steps:

- Turn on all lights and open the blinds
- Take out the trash
- Eliminate any odd odors
- Put away valuables or personal items
- Ask a friend to care for your children and/or pets during showings
- Be friendly upon meeting and give them space
- Ensure you're prepared to address any inquiries potential buyers may have.



PRO TIP:

Avoid divulging excessive information about your selling circumstances or discussing pricing verbally. Negotiations regarding pricing or terms of sale should only occur in writing during the purchasing agreement negotiations. Revealing such details prematurely could potentially put you at a disadvantage during negotiations.

Keep in mind that some buyers may view FSBO (For Sale By Owner) properties as an opportunity to exert more leverage during negotiations

MAKE SURE ANYONE COMING TO VIEW YOUR HOME COULD ACTUALLY QUALIFY FOR BUYING YOUR HOME, OTHERWISE, IT MAY BE A WASTE OF YOUR TIME. IT IS COMMON TO ASK THEM TO PROVIDE THEIR PRE-APPROVAL BY A REPUTABLE LENDER PRIOR TO SHOWING.

NEGOTIATIONS



In reality, the negotiation process encompasses more than just discussing the sale price. You'll need to negotiate **terms, inspections, what items remain or are removed, address buyer concerns and objections**, among other considerations.

When entering negotiations, it's crucial to determine your priorities. **Are you seeking a quick or extended closing date? Preferring an all-cash offer?** Keep these preferences in mind when evaluating offers. Remember, you have the option to decline offers that don't align with your needs and can counteroffer until both parties reach an agreement.

Additionally, enlist the assistance of an attorney to draft and review contracts to safeguard your interests. Ensure that all verbal agreements are documented in writing during negotiations. Promptly respond to requests, offers, and negotiations, and meticulously review the contract to grasp its contents fully. If necessary, make amendments to the agreement to reflect any negotiated terms accurately.

Lastly, maintain communication with potential buyers or their agents throughout the process. Once an offer is accepted, promptly inform other interested parties. Retain their contact information in case the sale falls through, allowing you to reach out to gauge ongoing interest.



CLOSING PROCESS

This marks the final leg of your FSBO home selling journey! The last step is to wrap up the sale. Once the buyer has signed the closing documents and the transaction has been funded, the transaction is complete.

On the closing day, you, the buyer, and their agent will gather to finalize the property sale (usually at a title company or attorney's office). Be sure to bring along your **attorney, a valid government-issued photo ID, any pending documents, and necessary fees to seal the deal.**

Typically, this meeting occurs in the office of the closing agent, also known as the escrow officer. The escrow officer will determine which party owes what fees and will prepare your final closing documents. The purpose of this closing is to ensure all dues are settled, the seller receives the owed funds, and the buyer's title is officially recorded.

FEES

Throughout the sale process, both the buyer and seller will incur various fees. As the seller, some of your fees usually include:

- Mortgage discharge or prepayment
- Unpaid taxes, fines or claims against your property
- Unpaid survey or assessment fees
- Title insurance
- Home warranty
- Lawyers fees



HAVE QUESTIONS? LET'S CHAT!

Although the idea of saving on commission fees might seem enticing, it's essential to acknowledge the significant amount of work and effort involved in FSBO listings.

Despite the challenges that come with selling your home independently, I trust that the insights provided in this guide have proven beneficial in guiding your decision-making process. Whether you choose to proceed with selling your home on your own or opt for the expertise of a real estate agent, I'm here to assist you every step of the way.

Should you have any questions or require further assistance, don't hesitate to reach out. I'm more than willing to lend my expertise and would be honored to be your chosen agent should you decide to collaborate with one. I eagerly await the opportunity to connect with you soon!



MY SELLING SYSTEM

MY PROVEN HOME SELLING SYSTEM IS DESIGNED:

- To increase demand for your home
- Attract more buyers, possibly leading to multiple offers
- Earn you the best possible sales price
- For your home to stand out amongst the competition

KEY FEATURES I WILL USE TO SELL YOUR HOME

- Displayed on brokerage website
- Displayed on my website
- Coming soon campaigns
- Professional Photography
- Professional Floor Plan Virtual tour
- Professional Videography
- Broadcast to followers across social media platforms
- Targeted ads to specific neighborhoods and zip codes
- Your home marketed on hundreds of websites
- Professional Flyers and Postcards
- Open Houses
- Yard Sign and Lockbox



TESTIMONIALS



Working with Nia was a great experience. She was on top of it and was great with clear communication. I would highly recommend her services and I look forward to working together in the future.

- **SAM SHARP**



Best of the best! I have worked with Nia several times now - she goes above and beyond for her clients. For such an important transaction -- you need someone like Nia to work for you.

- **NICK FERRANTE**



What a wonderful realtor. She is knowledgeable, professional, informative and cares about her client. She is a realtor that sees you through the entire process and helps to keep you calm while making a major life changing decision. I highly recommend her services

- **COLETTE BUTLER**




YOUR HOME MATTERS

*I believe in going above and beyond
to provide top-tier service and an
exceptional selling experience.*

Nia Sawyer

YOUR LOCAL REAL ESTATE AGENT

Let's connect.

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