



EPIQUE
REALTY

FOR SALE BY OWNER

Seller's Kit

Provided by

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Selling a home without a real estate agent (FSBO) demands time, expertise, and self-assurance. If you're uncertain about possessing all three, seeking help from an agent – a skilled professional well-versed in the nuances of effective home listing and selling – is beneficial.

- Agents steer clear of emotional sales
- Agents filter out unqualified buyers
- Agents handle price negotiations



TABLE OF CONTENTS

01

Introduction

02

The Michigan Real Estate Market
Overview

03

Preparing Your Home for Sale

04

Pricing Your Home Right

05

Legal Considerations in Michigan

06

Marketing Your Home

07

Managing Showings & Open Houses

08

Navigating Offers and Closing the
Sale

09

Common FSBO Pitfalls and How to
Avoid Them

10

Resources and Tools

11

Why FSBO May Not Be Right for
Everyone

12

Conclusion: Your FSBO Success Plan

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Introduction

Overview of FSBO: What it means and why homeowners choose this route.

Selling a home is one of the most significant financial decisions a person can make, and for some, the idea of taking full control of the process is incredibly appealing. Enter FSBO, or "For Sale By Owner." At its core, FSBO means that the homeowner takes on the role of the real estate agent, handling everything from pricing the home and marketing it to negotiating with buyers and managing the paperwork.



Why do homeowners choose to go the FSBO route? For many, it's about empowerment and control. They want to be the ones making the decisions, without a middleman in the picture. The prospect of saving on agent commissions—often 5-6% of the sale price—can also be a significant motivator.

Some homeowners may also believe they know their property better than anyone else, giving them the confidence to present it to potential buyers with

enthusiasm and authenticity.

However, the decision to sell FSBO isn't just about dollars and cents. It often appeals to those who have a bit of a DIY spirit, individuals who enjoy the challenge of learning new things and taking charge of their own destiny. They may see the process as a way to ensure that every detail is handled exactly as they want, from the timing of showings to the final price negotiations.

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* Key Benefits *

Selling as a FSBO: Saving on commissions, control over the sale, and flexibility.

Selling your home FSBO offers several compelling benefits that can make it an attractive option for many homeowners.

1. **Saving on Commissions:** The most obvious benefit is the potential to save money by avoiding real estate agent commissions. On a \$300,000 home, a 6% commission means \$18,000. By selling FSBO, that money could stay in your pocket, potentially allowing you to price your home more competitively or simply enjoy a larger profit.
2. **Control Over the Sale:** When you sell FSBO, you're the boss. You decide how your home is marketed, when it's shown, and how negotiations are handled. This level of control can be especially appealing to those who want to ensure that their home is presented in the best possible light, or who may have unique circumstances that require a more tailored approach.



3. **Flexibility:** FSBO offers the flexibility to tailor the sale process to your needs. Want to hold open houses only on weekends? Prefer to negotiate directly with buyers rather than through an agent? With FSBO, you have the freedom to make these decisions. This flexibility can be particularly valuable if you have a busy schedule, specific selli

While the benefits of selling FSBO are clear, it's important to recognize that this route isn't without its challenges. As we move through this guide, we'll explore both the advantages and potential pitfalls, helping you make an informed decision about whether FSBO is the right choice for you.

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