



THE ULTIMATE GUIDE TO SELL
YOUR HOME ON YOUR OWN

FOR SALE
by owner
GUIDE

LOCAL EXPERT

Julia Feldman

Your Home Matters

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.

GET TO KNOW ME

REALTOR®

Agent 007 - Julia Feldman

I am here to provide personalized guidance, strategic insight, and unparalleled service every step of the way. Trust me to navigate the complexities of the real estate market and deliver exceptional results tailored to your unique needs.

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

Let us work magic for you

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The Road-Map 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.

1

Buyer Consult

We'll set up a meeting to go over your real estate and selling needs.

2

Pricing Your Home

We'll use data driven market analysis to establish the right price for your home.

3

Staging & Professional Photography

We'll recommend staging for your home and discuss professional photographers so your home makes a lasting impression .

4

MLS

We'll list your home on MLS, which is only accessible to participating brokerages, realtors and agents.

5

Showings

We conduct showings, open houses, and follow up with prospective buyers for feedback

6

Marketing

We showcase your home on all our social media platforms for maximum exposure

7

Offer

We'll help you choose the best offer and negotiate as well

8

Under Contract

We'll start all the paperwork needed when your home goes under contract.

9

Negotiations

We will handle negotiations for all repairs and any other requests from the buyers.

10

Closings

We'll make sure the entire closing process goes smoothly.



Getting Your HOME READY

As an expert real estate agent, I emphasize the importance of thorough preparation to enhance your home's appeal and attract potential buyers. This entails meticulous attention to your property's interior and exterior aspects, 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.

Preparing YOUR HOME

● 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.

schedule *your* to-do's

MONDAY	
THURSDAY WEDNESDAY	TUESDAY
FRIDAY	
SATURDAY	
SUNDAY	

Pre-Listing

CHECKLIST

Preparing your home for sale is a crucial step in maximizing its value and attracting potential buyers. By meticulously attending to your property's interiors and exteriors, you can significantly enhance its appeal and leave a lasting impression on prospective buyers. To streamline the process, here's a comprehensive pre-listing checklist that covers key tasks for getting your home market-ready.

Interiors

- Declutter:** Clear out personal belongings, excess furniture, and unnecessary items to create a sense of spaciousness.
- Deep Clean:** Thoroughly clean every room, including floors, carpets, windows, and surfaces, to ensure a pristine appearance.
- Depersonalize:** Remove family photos, personal memorabilia, and unique decor to allow potential buyers to envision themselves in the space.
- Repair & Maintenance:** Address any minor repairs, such as leaky faucets, chipped paint, or loose fixtures, to present a well-maintained home.
- Neutralize Decor:** Opt for neutral paint colors and decor to appeal to a broader range of buyers and create a blank canvas for their imagination.

Exteriors

- Enhance Curb Appeal:** Boost the exterior appearance by mowing the lawn, trimming bushes, planting flowers, and tidying up the landscaping.
- Repairs & Upkeep:** Repair any exterior damage, such as cracked sidewalks, damaged fences, or peeling paint, to enhance the overall curb appeal.
- Clean Exterior Surfaces:** Power wash the siding, driveway, walkways, and patio to remove dirt, grime, and stains and restore a fresh appearance.
- Illuminate Outdoor Spaces:** Install outdoor lighting fixtures or replace bulbs to illuminate pathways, entryways



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 Homes Value

RECENT SALES OF SIMILAR HOMES IN OR
AROUND YOUR NEIGHBORHOOD.

THE CONDITION OF YOUR HOME.

WHETHER YOU'RE IN A BUYER OR
SELLER'S MARKET.

HOW MUCH COMPETITION THERE IS IN
YOUR MARKET.

ANY FEATURES OR UPGRADES YOU HAVE
MADE TO YOUR HOME.

What Doesn't Determine Your Homes Value

HOW MUCH YOU PAID WHEN YOU BOUGHT YOUR HOME.

ANY RENOVATIONS OR ADDITIONS THAT MAY NOT CARRY AS MUCH VALUE

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

Comparable Listings

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.

There are various factors that will make a difference in your home's pricing vs. a comparable one that sold in your area.

These include:

Determining The Price Of Your Home

THE NEIGHBORHOOD AND
LOCATION.

PRICE BASED ON THE SQUARE
FOOTAGE OF YOUR HOME.

HOW MANY BEDROOMS AND
BATHROOMS

HOW MANY ACRES YOU SIT ON THE
USABILITY OF THE PROPERTY.

UPGRADES OR RENOVATIONS MADE
TO THE HOME.



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
PROPERTY

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 Trulia 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

If you want maximum exposure and to be listed on the MLS, consider hiring a real estate agent. Feel free to ask me about how I can help you get your home the maximum exposure and reach a wider audience.

By strategically utilizing various marketing channels, you can enhance your home's visibility and increase the likelihood of a successful sale.



Documents To Prepare

Numerous crucial legal documents 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.



SELLER'S 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.



DEPOSIT 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.

MARKETING *Plan*

Professional Photography

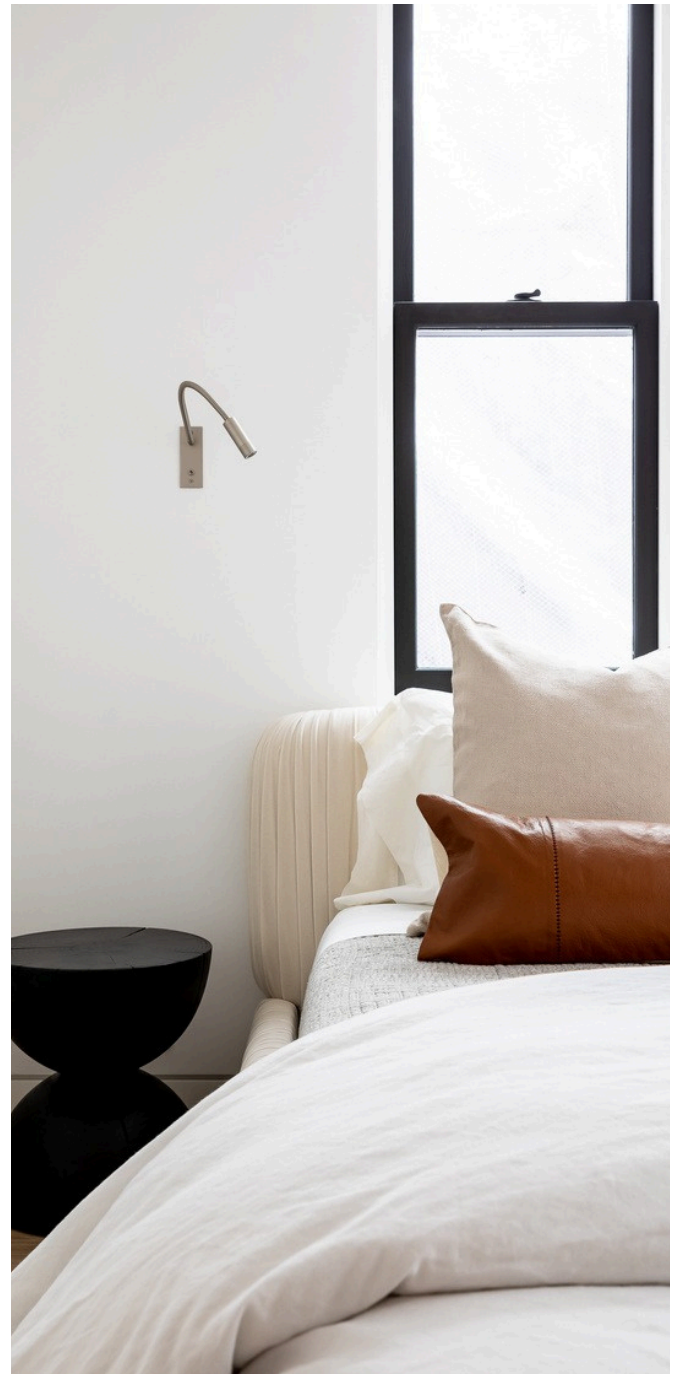
Invest in professional photography to **showcase your home in the best possible light**. High-quality images are essential for capturing the attention of potential buyers online.

Online Presence

Utilize **multiple online platforms** such as real estate websites, social media, and virtual tours to reach a broader audience of buyers. Make sure your **listing stands out** with **compelling descriptions and eye-catching visuals**.

Traditional Marketing

In addition to online efforts, leverage traditional marketing tactics such as **yard signs, open houses**, and **print advertising** to attract local buyers and generate buzz around your property.



A modern kitchen interior featuring a white countertop, light wood cabinetry, and four black pendant lights with gold interiors. In the foreground, there are three black metal bar stools with dark grey upholstered seats. A large window on the right side offers a view of a landscape with greenery and a white wall. The text is centered in a white rectangular box with a thin gold border.

Showings and
OPEN HOUSES

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:

How To Succeed In Showings

DON'T FOLLOW THEM AROUND THE HOME
AS THEY TOUR UNTIL THEY ASK YOU TO

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

Showings And Open Houses

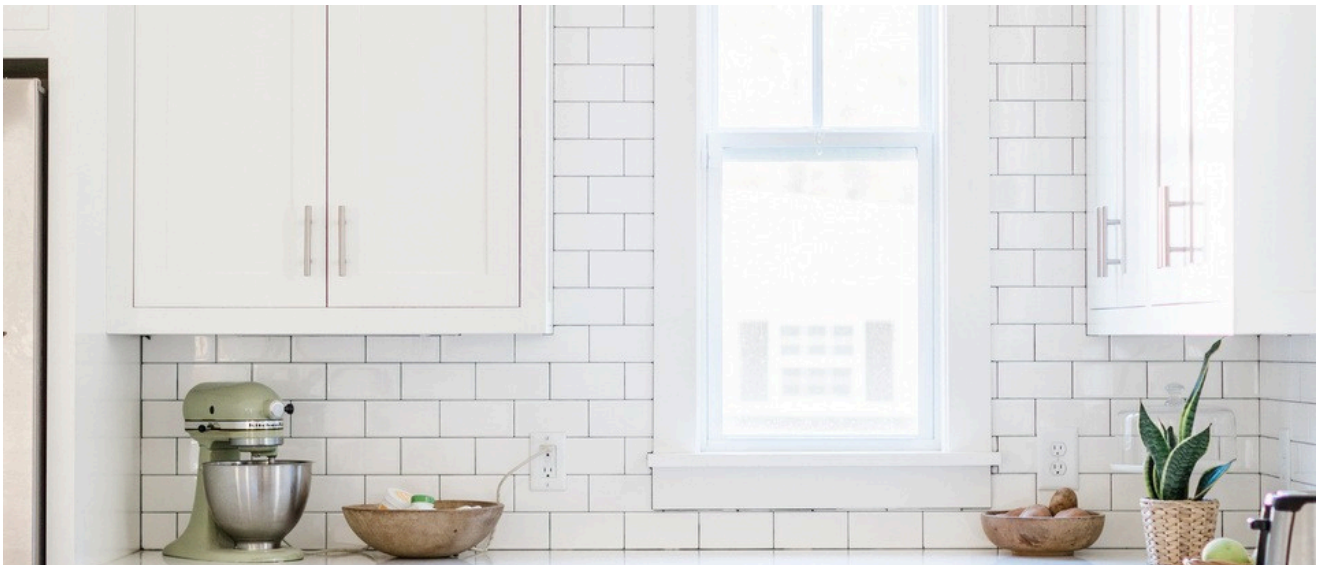
Ensure you're prepared to address any inquiries potential buyers may have. Have a property description sheet readily available for them to take if desired.

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

Pre-Qualify Buyers For Showing

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.





Negotiation
PROCESS



Negotiations

OFFER —————> **COUNTER OFFER** —————> **MEETING OF THE MINDS**

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

Finalize The Sale

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.

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

Fees

MORTGAGE DISCHARGE OR PREPAYMENT

UNPAID TAXES, FINES, OR CLAIMS AGAINST
YOUR PROPERTY

UNPAID SURVEY OR ASSESSMENT FEES

TITLE INSURANCE

HOME WARRANTY

LAWYERS FEES

Are you ready to sell your home on your own?

After going through the guide, take the assessment below to determine if you are prepared and equipped with the necessary knowledge to sell your home independently.

- 1 Do you possess the knowledge required to sell your home?**
- 2 Do you comprehend real estate disclosures and the essential documents for selling your home?**
- 3 Are you prepared to manage the influx of people (strangers) visiting your home regularly?**
- 4 Are you willing to sacrifice evenings, weekends, or take time off for showings?**
- 5 Do you understand how to complete all the necessary paperwork?**
- 6 Do you have a strategy for handling contracts and forms related to offers and counteroffers?**
- 7 Have you sorted out the financing aspects and grasped seller carry-backs, etc?**
- 8 Have you arranged for a lender, title company, escrow, appraisal, home warranty, and an attorney to assist you?**
- 9 Are you familiar with current real estate values and have you set a practical, competitive price for your home?**
- 10 Are you prepared to manage the stress of selling your home?**
- 11 Can you handle negotiating with potential buyers?**
- 12 Are you ready to display the "For Sale By Owner" sign and handle all necessary advertising and marketing tasks?**

Still have questions?

LET'S TALK

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!



YOUR HOME MATTERS

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

Let us work magic for you

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