

# BE YOUR OWN AGENT

SET  
YOUR  
PRICE



PREPARE  
YOUR HOME  
FOR LISTING



CREATE  
YOUR LISTING



MARKET  
YOUR HOUSE



HOST AN  
OPEN HOUSE



REVIEW &  
ACCEPT OFFERS



CLOSE  
THE DEAL



READY  
TO WORK?



## The decision to sell your home

is one of the biggest financial and personal decisions a home owner can make. The decision of HOW to sell carries tremendous gravity and too few sellers really consider their options. With the strong real estate markets of late, more sellers are choosing to take the road less traveled and list their homes FSBO. This decision can, depending on the market, save a seller up to 6% in agent commissions split between buyer's and seller's agents. Needless to say, this can be a substantial savings that can be leveraged to increase a seller's next down payment, repairs on the new home, pay off extraneous debts, and much more.



# THE FUNDAMENTAL STEPS TO SELLING YOUR HOME FSBO

www.myfsbo.com

For a more complete guide please see our Home Seller's Checklist.



## SET YOUR PRICE

Whether selling on your own or with an agent, the first step is to determine the price for which to sell. This task can be daunting, but there are many online resources that can help you. Be sure to check out other listings in your area. Pay close attention to price per square foot, number of bedrooms and bathrooms, quality of finishings, build year, and other valuable features such as view, neighborhood, pool, etc. Use these factors to determine where you wish to set your price. Use caution not to set too high or low. Both errors can backfire as setting too high can result in a home sitting on the market too long. Setting too low can work in your favor but success depends greatly on market and the number of offers you attract.



## PREPARE YOUR HOME FOR LISTING

You need to make your home ready for visitors. Clear out clutter, unused or out of season clothing, bulky pieces of furniture, and personal items including photos, collectables, and art. Buyers who see your listing and tour your home need to imagine themselves living there. This becomes more likely the less personal to you the home feels. After your home is prepped and thoroughly cleaned, take your marketing photos. It is usually beneficial to have photos professionally taken by a real estate photographer. These can run anywhere from around \$200 upward.



## CREATE YOUR LISTING

Once you set your price you need to get your home out there. How do you get your house on Zillow, Trulia, Redfin, Realtor, Xome, and more industry leading real estate websites? You can achieve these goals by listing on the local MLS (Multiple Listing Service). The MLS is usually the first stop for agents representing buyers, so being listed here greatly increases your exposure. We can help you with this task here.



## MARKET YOUR HOUSE

Create a flier and procure a yard sign. You've got agents and online searchers covered. Now capture the attention of the neighborhood drivers and passive house seekers.



## HOST AN OPEN HOUSE

Now that your home is clean and property advertised, it's time to schedule an open house. Advertise the date of your open house on your yard sign and in your online listing. On the day of the open house ensure your valuables are secured, the home is spotless, and guests feel welcome. Be sure to greet people as they enter and present them with your flier and contact information. Tell them to show themselves around. Be ready to answer questions and be sure not to hover. It is wise to repeat the open house procedure until you receive an adequate offer.



## REVIEW AND ACCEPT OFFERS

Now that you have offers in hand, it is time to review. Watch for contingencies, cash offers, and the overall qualifications of the potential buyers. At this point it may be wise to secure legal representation to ensure you are operating within the local laws and are adequately protected. A simple online search for residential real estate lawyers in your city or town will yield a selection.



## CLOSE THE DEAL

Once you've chosen an offer and made a counter or acceptance to the buyers, it is time to close on the house. Select a title and escrow company to fulfill the safe and legal transfer of the property title. There are many nationwide partners for this service, and you should pick one with whom you are comfortable.



## READY TO WORK?

While FSBO is a lot of work, the savings you will reap by selling your own home will make you feel great. To help you further please download our FSBO selling checklist. If you are interested in the assistance of a full-service, local real estate agent please contact MyFSBO.



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Mon-Fri 8am-6pm