



For Sale By Owner



Name

Website

Company

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Email

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HOW LONG WILL IT TAKE TO SELL?

FSBO Exposure and Statistics

- **FSBOs accounted for 8% of home sales in 2014. The typical FSBO home sold for \$210,000 compared to \$249,000 for agent-assisted home sales.**
- **FSBO methods used to market home:**
 - Yard sign: **42%**
 - Friends, relatives, or neighbors: **32%**
 - Online classified advertisements: **14%**
 - Open house: **14%**
 - For-sale-by-owner websites: **15%**
 - Social networking websites (e.g. Facebook, Twitter, etc.): **15%**
 - Multiple Listing Service (MLS) website: **10%**
 - Print newspaper advertisement: **3%**
 - Direct mail (flyers, postcards, etc.): **3%**
 - Video: **2%**
 - Other: **1%**
 - None: Did not actively market home: **25%**
- **Most difficult tasks for FSBO sellers:**
 - Understanding and performing paperwork: **12%**
 - Getting the right price: **6%**
 - Preparing/fixing up home for sale: **6%**
 - Selling within the planned length of time: **18%**
 - Having enough time to devote to all aspects of the sale: **6%**

Source: 2015 National Association of REALTORS Profile of Home Buyers and Sellers



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HOW IMPORTANT IS PRICING?



“Are They Kidding?!” Level

No showings! No offers!

The REALTORS and the potential purchasers are not even interested because they can buy so much more for the dollar elsewhere!



“It’s OK...but” Level

Either: 10-12 showings and no offers, or just a few showings, slowed down traffic since the first few weeks when the listing hit the computers, or on the market 4-6 weeks and no offers!



“Excitement” Level

Showings, 2nd showings and offers in the first 4-6 weeks!

Congratulations. We are at the “Excitement Level” not at the giveaway level for the current market!

When we are at this level, we should be able to hold within just a few percent from where the home is currently listed. The potential purchasers obviously feel that your home is one of the nicest on the market, at this time.

Remember that the current market conditions—and being the biggest and the best for the least dollar—create value!

Value does not equal what Aunt Harriet and Uncle George feel you should get, what your past builder or neighbors feel you should get, what you should have invested in your home, what you paid for it...unfortunately, none of these factors create value!

We are on your team...but we do not have the power to change the market!



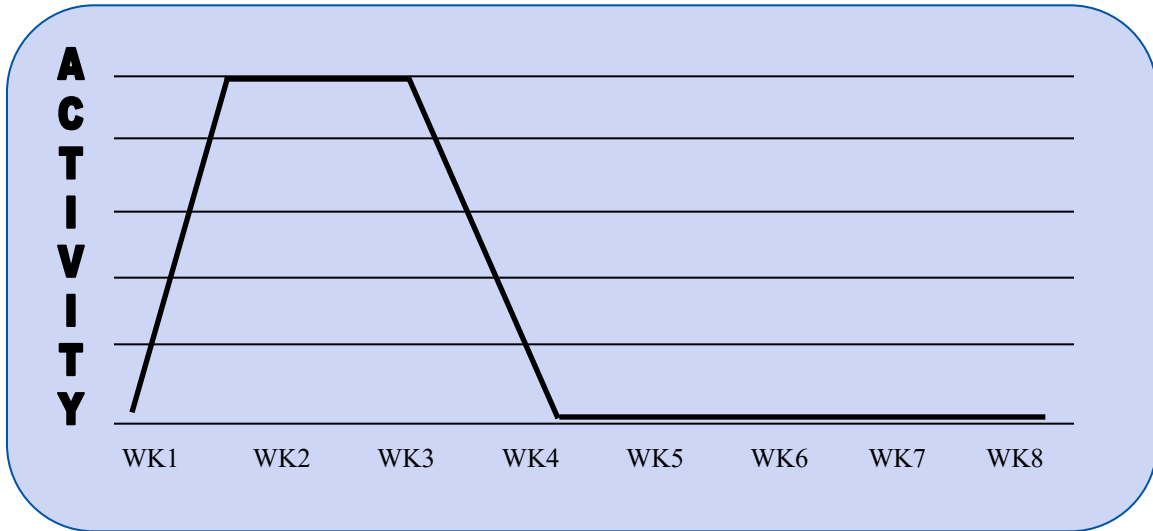
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SELLING PRICE VS. TIMING



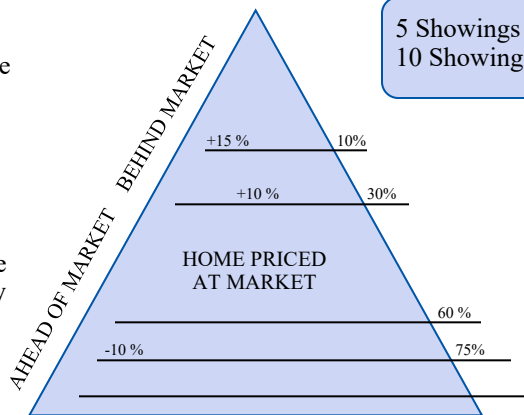
Timing is extremely important in the real estate market. The above graph illustrates the importance of placing your property on the market at a realistic price and terms from the very beginning. A property attracts the most excitement and interest from the real estate community and potential buyers when it is first listed, therefore, it will have the highest chance of a sale when it is new on the market.

THE IMPORTANCE OF INTELLIGENT PRICING

How to Maximize Buyer Experience:

Your greatest exposure to buyers comes in the first 21 days on the market. Pricing your home correctly up front will ensure the greatest percentage of interest and maximize your chance of getting an offer quickly!

As this illustration shows, pricing your home at a greater amount than necessary (just to see what happens), reduces your exposure to only 10-30%.



5 Showings = A Second Showing
10 Showings = 1 Offer

Example:

- Priced behind the market: \$245,000 (20% Buyer Exposure)
- Priced at market: \$225,000 (60% Buyer Exposure)
- **Priced ahead of the market: \$200,000 (83% Buyer Exposure)**
- **Top 10% Rule**

Your property must be one of the **10 best priced homes** to make the cut and receive offers



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PREPARING YOUR HOME FOR SALE

A few great tips on creating an atmosphere that will charm buyers and make them want to buy your home. Remember that you'll never get another chance to make a first impression. And first impressions count! Follow these simple tips and create the competitive edge that may help you sell your home more quickly.



DRIVE-UP APPEAL

- Trim trees and shrubs, clean out flower beds and invest in a few flats of seasonal flowers, paint the front door, make sure doorbell is working properly, wash the mailbox, keep the porch swept and get an attractive mat for people to wipe their feet.



ABSOLUTE BASICS

- Start by airing out the home. Most people are turned off by even the smallest odor. Odors must be eliminated, especially those caused by dogs and cats, soiled diapers and/or cigarettes.
- Wash all the windows in the home, inside and out.
- If it has been over a year since the carpets have been cleaned, now is the time to have them cleaned. Bare floors should also be waxed or polished.
- Put bright light bulbs in every socket made for a bulb. Buyers like bright and cheery.
- Clean out closets, cabinets and drawers. Closets should look like they have the shelves piled to the ceiling.
- Make sure rooms are not over crowded with furniture. Select pieces that look best, and store the rest.
- Keep the kitchen sparkling clean. Make sure all appliances are clean and all times. Straighten cupboards that appear cluttered and keep floors gleaming.
- Bath tubs, showers and sinks should be freshly caulked. The grout should be clean and in good condition. There should be no leaks in faucets or traps.



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PREPARING YOUR HOME FOR SALE



A FEW MORE SUGGESTIONS

- If you have limited counter space in kitchen, keep unnecessary items put away.
- Keep children's toys out of the front yard, sidewalks and front porch.
- Clean the ashes out of the fireplace.
- Make sure that the pull-down staircase is working correctly. Be sure there is a light in the attic.
- The pool needs to be sparkling and free of leaves.



FOR THOSE WILLING TO GO THE EXTRA MILE

- There are some things you can do that will really add flair to your home. If your house is the least bit dated, changing out wallpaper in the entry, kitchen or bathrooms and replacing outdated light fixtures adds desirability.
- Fresh paint on interior and/or exterior where needed.
- New appliances in the kitchen can be an exciting feature that can actually make the difference in a buyer choosing your home over another.



SHOWING YOUR HOME

- Keep good scents in the house, such as potpourri or simmering pots or candles.
- Make sure all the lights are on and window treatments are open.
- Turn off the television.
- Keep pets out of the way—preferably out of the house. Many people are uncomfortable around some animals and may even be allergic to them.



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FSBO SAFETY TIPS

Safety Tip #1 - Have all calls go directly to one of the parents cell phones. That way, all or most calls come in with caller identification and the caller can leave a message if they want to. We would personally suggest investing in an 800# voice mail message where you can sell the benefits of your home using a message greeting, capture the caller's number, and mention that you will be returning the call shortly. This avoids the safety issue of leaving your home number where anyone in your family can answer it. Plus, these 800# voice mail services will automatically call your cell phone alerting you to the call. That way, you can return the message right away.

Safety Tip #2 - Set aside one or two days a week for showing. Make sure your neighbors know when you are showing, so they will be aware of the coming and going traffic. During showing have more than one adult available and make sure if there are multiple people in the "buyers party" that they don't get scattered all over your home. Try to keep everybody together during the showing.

Safety Tip #3 - This will be a hard tip to follow and you might see it as restricting your showing activity. Tell all potential buyers that you would like a pre-qualification letter by a lender and a copy of the potential buyer's driver's license. Why? Because of the safety issue. Quite a few of the lady agents in my office are now making copies of potential buyers driver licenses and giving them to Rachel at the front desk before showing them property. Yes, some agents have been injured and robbed by buyers.

Safety Tip #4 - Safely store everything of value, mementoes, etc. during the times of showing your home. We have simply suggested to "fsbo's" who asked to either take their small items to a safety deposit box or even put items in the trunk of their car.

Safety Tip #5 - Never give out too much information over the phone. This is non-fsbo related but is a good example. My friend Mike across the street received a call from a salesman offering a home security system. Mike told the salesman he didn't have any use for one. Yes, Mike was burglarized the very next day.



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NAME, REALTOR®



As a REALTOR, (Insert Name) has developed a reputation of service and excellence. Going the extra mile is not only about being different; it is just his way of business. His success is the result of extensive training and his 15 + years of real estate experience. Sellers choose (Insert Name) for his unique and unparalleled level of marketing that includes internet and social media marketing. (Insert Name) maintains a reputation of service by personally keeping in close contact with his sellers by keeping them informed of market conditions, weekly marketing and advertising reports and much more. His unwavering commitment to excellence in all that he does has resulted in clients for life.



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WAYS TO COMMUNICATE WITH (NAME)



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PHONE NUMBER



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