

easyfsbo

FOR SALE

By Owner GUIDE

The Complete Roadmap to Selling Your Own Home



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WELCOME



About Us

We have displayed over 6 Billion mobile ads for over 20,000 real estate agents and are confident in our skills to help you sell your home using mobile ads!

Dear Friends,

Community Marketing Partnership was awarded the title of being a Public Benefit Corporation by the State of Arizona on June 2th 2017. We take pride in giving back to the communities we serve, learn more at www.cmpusa.org

You may have some idea of the work the Veterans News Network is doing and how they are honoring Veterans who served in conflicts such as World War II, Korea, and Vietnam, Iraq and Afghanistan. Through the ever-increasing nationwide broadcast programming that we offer, we hope to give back to our Veterans the honor and gratitude that they so quietly deserve. learn more at www.hahusa.org and www.vnnnusa.org

Thank you again for all your support.

Scott Balsiger, CEO Community Marketing Partnership

MEET THE TEAM



Phil

Is the Manager of our 7 person Graphic Design Department. His role is to ensure your ad launches ASAP without errors! And using his 6 years of experience, to bring fresh new ideas to our clients.

Emma

Emma creates many of the video ads you may have seen. She has almost a 6th sense of knowing what colors and messaging will match up with your clients.



Esty

For the past 8 years Esty has managed our mobile ad placements, his experience and knowlage of the demographics and targeting groups we can deliever you ad to is impressive!



The Seller ROAD MAP

This is the typical home seller roadmap of the steps that take place during the transaction. Keep in mind that when selling your home by owner, your steps and processes might be somewhat different.

1

Find Agent (You!)

That was easy!
Saving anywhere from 3-6% commission!

2

Pricing

To price your home competitively, research Zillow home sales and other sites.

3

Staging

Prepare your home for showings

4

Marketing

Zillow or other sites are great, but often something is missing - **MARKETING!**
Easy FSBO can help.

5

Listing

Your home is live and viewable by potential buyers

6

Showings

Be as flexible as possible to get the most potential buyers viewing your home

7

Offers

Carefully consider all offers presented and negotiate.

8

Under Contract

The contract becomes binding after you and the buyer agree on the contract terms

9

Final Details

Start packing and be prepared for delays

10

Closing

Attend the closing meeting, transfer keys and celebrate!

Preparing YOUR HOME

It can be a little overwhelming when preparing your home for the market. We recommend spending some time when decluttering, cleaning, and preparing their home to make its grand debut on the market. It's important to keep in mind that your home only has one chance to make a good first impression.

Taking the time to properly prepare your home before listing it for sale will increase your chances of appealing to the largest amount of potential buyers.

The first month of your home being active on the market is crucial. The longer a home sits on the market, the less appealing it can become to buyers.

Buyers begin asking questions such as:

- "What's' wrong with it?"
- "Is it overpriced?"
- "Is it a fixer-upper?"
- "Why does nobody want it?"

To help avoid that scenario, use the checklist at the end of this book to help prepare your home for the market.



THEY WANT TO LOOK AT THE HOME IN 10 MINUTES?

Pre List Home CHECKLIST



- CLEAN YOUR HOME AND DECLUTTER**
After giving your home a good deep cleaning, consider sorting through clutter and tossing out or donating any unwanted items.
 - CONSIDER HAVING A PRE-LISTING HOME INSPECTION**
This is optional, but having a pre-listing inspection can help you resolve any major issues and have a better idea of what to expect during repair negotiations.
 - MAKE ANY NECESSARY REPAIRS**
Even if you don't opt for a pre-listing inspection, it's still a great idea to go ahead and make any repairs that might deter a buyer away from your home.
 - NEUTRALIZE YOUR HOME**
Consider neutralizing your home by painting your walls a neutral color and removing any distracting elements of your decor.
 - NEUTRALIZE ANY FOUL ODORS**
The presence of foul odors can instantly turn potential buyers away from your home.
 - PRESSURE WASH YOUR ROOF**
You don't want a buyer to be unnecessarily scared away from your home because your roof looks to be damaged.
 - CONSIDER USING A PROFESSIONAL PHOTOGRAPHER**
This is one of the most important things you can do to prepare your home for the market. The majority of home buyers begin the search online, so it is imperative to make a good first impression.
 - GATHER WARRANTIES FOR APPLIANCES**
Being able to show potential buyers that your appliances are under warranty can help give them peace of mind to move forward with a home purchase.
- 

PRICING

The most important element in selling your home by owner is to establish a fair market value for your home and make sure that you feel confident in the price that you set to list your home at. Your goal should be to attract the greatest amount of buyers as soon as your home hits the market.

PRICING

The main goal is to price your home correctly the first time.

- You will attract more buyers because you will be attracting qualified buyers in the price range your home is listed in
- Your home will sell faster, for a higher price when you price it correctly from the start
- Buyers will take you more seriously and will reduce your odds of receiving low offer.

HOME VALUE

What factors determine the price of your home?

- Recent Comparable Home Sales in your area
- Condition of your home at the time of going live on the market
- The Current Market Conditions (Buyers vs. Sellers Market)
- Terms you offer in your contract
- Competition in the market
- Features and upgrades that your home has to offer potential buyers

FACTORS

What factors do NOT determine the price of your home?

- The price amount that you purchased your home for
- The cost of renovations that you made to your home
- What you think your home is worth
- How much you would like to profit off your home sale

Comparable PROPERTIES

UNDERSTANDING MARKET VALUE

Keep in mind the best measure of your home value is sold listings in your area. Active listings demonstrate supply and competition. It is extremely important when selling your home by owner to remember that even the best marketing in the world will never sell an overpriced home.

FACTORS TO TAKE INTO CONSIDERATION

When looking at comparable homes to base your home pricing on, keep these things in mind:

- proximity to your home
- neighborhood
- square footage
- bedroom and bathroom count
- acreage
- updates and upgrades
- listing price vs. actual sold price
- days on market

TO REMEMBER:

When pricing your home, it is imperative to remember you need to keep an objective opinion. The #1 reason that the majority of For Sale By Owners fail to sell their home on their own is due to overpricing. In order to increase your chances for a quick and successful home sale, be sure to base your pricing on current market data.

The Vendor CHECKLIST

HOME INSPECTION AND REPAIRS

Before listing your home, it's a good idea to schedule a pre-listing home inspection. This will help you identify any necessary repairs and maintenance tasks that should be addressed before showing your property. Tackle the most critical issues and prioritize repairs based on potential return on investment. Keep in mind that cost-effective improvements can significantly boost your home's value. Make sure all work is completed before listing your home to avoid any surprises or delays during the sale process.

HOME STAGING TIPS

Staging your home can make a significant difference in how quickly it sells and the final sale price. Start by decluttering and depersonalizing your space, making it easier for potential buyers to envision themselves living there. Rearrange furniture to create a sense of flow and spaciousness, and use lighting and color schemes to create a welcoming atmosphere. Don't forget to highlight your home's best features and add decorative touches to make it even more inviting.

BOOSTING CURB APPEAL

First impressions matter, and boosting your home's curb appeal can entice more potential buyers to come inside. Enhance your landscaping with well-maintained lawns, gardens, and hedges, and update exterior paint, siding, or trim for a fresh look. Repair or replace any damaged walkways, driveways, or fences, and add attractive outdoor lighting for safety and aesthetic appeal. Small touches like a new mailbox, house numbers, or door hardware can also make a significant impact.



AT LEAST CUT THE GRASS!

Listing and Marketing YOUR HOME

With your home now prepared for sale and looking its best, it's time to focus on getting the word out to potential buyers. In this chapter, we'll discuss how to create a compelling property description, implement online and offline marketing strategies, utilize social media and online platforms, and organize open houses and private showings.

CREATING A COMPELLING PROPERTY DESCRIPTION

An engaging property description is essential for capturing the attention of potential buyers. To make your listing stand out, highlight your home's unique features and selling points. Focus on the benefits and lifestyle your property offers and use descriptive, emotive language to engage readers. Ensure the information you provide is accurate and up-to-date, and present it in a clear, logical format.

ONLINE AND OFFLINE MARKETING STRATEGIES

A successful marketing plan incorporates both online and offline strategies. Begin by listing your property on major real estate websites. Create eye-catching print materials, such as brochures and flyers, and display a professional "For Sale" sign on your property. Use Local Mobile Geo Fencing to further increase your home's exposure.

UTILIZING SOCIAL MEDIA AND ONLINE PLATFORMS

Social media and online platforms can be powerful tools for promoting your property. Share your listing on popular platforms like Facebook and Instagram, and create engaging content such as videos or blog posts to showcase your home. Leverage your personal network to spread the word about your listing and join online communities and forums related to real estate in your area. Additionally, consider using targeted online advertising to reach even more potential buyers.

OPEN HOUSES AND PRIVATE SHOWINGS

Open houses and private showings provide opportunities for buyers to experience your home firsthand. Schedule these events at convenient times and ensure your home is prepared by cleaning, staging, and following safety guidelines. Be welcoming and informative when answering questions about your property. Collect contact information for interested buyers and follow up with them later. Use feedback from visitors to improve your marketing efforts and address any concerns they may have.

Negotiating OFFERS & CONTRACTS

After successfully marketing your home, it's time to navigate the intricacies of negotiating offers and contracts. In this chapter, we'll discuss reviewing and evaluating offers, crafting counteroffers and effective negotiation strategies, and understanding contingencies and contract terms.

REVIEWING AND EVALUATING OFFERS

When you receive offers, carefully assess each one based on price, terms, and buyer qualifications. Compare the offers to your desired sale price and timeline, and weigh the potential risks and benefits. If necessary, consult with legal or financial professionals for guidance. Communication is key, so don't hesitate to reach out to potential buyers or their agents to clarify any questions.

COUNTEROFFERS AND NEGOTIATION STRATEGIES

As you enter negotiations, determine the terms and conditions you're willing to negotiate. Craft a counteroffer that addresses your concerns while remaining competitive. Maintain a professional and respectful tone throughout the process, and be flexible and open to compromise. If you're juggling multiple offers, prioritize your top choices and balance them accordingly.

UNDERSTANDING CONTINGENCIES AND CONTRACT TERMS

Familiarize yourself with common contingencies, such as financing, inspection, and appraisal. Assess how these contingencies could impact the sale process and your desired timeline. If needed, negotiate the removal or modification of contingencies. Carefully review the contract terms to ensure they align with your expectations, and seek legal advice or representation if you require assistance with contract negotiations.

Now that you've successfully navigated negotiations and reached an agreement, it's time to focus on closing the deal. In the next chapter, we'll cover the closing process, including essential paperwork, final walkthroughs, and transferring ownership. It's Closing Time!

The CLOSING PROCESS

Having successfully navigated the negotiation process, you're now in the home stretch. In this chapter, we'll discuss preparing for the final walk-through, understanding closing costs and settlement statements, and managing the transfer of title and keys.

PREPARING FOR THE FINAL WALK-THROUGH

Before the final walk-through, make sure all agreed-upon repairs and improvements have been completed. Remove personal belongings and leave the property clean and tidy. Test all appliances, fixtures, and systems to ensure they're in working order. Create a checklist of items to inspect during the walk-through and be prepared to address any last-minute concerns or issues raised by the buyer.

CLOSING COSTS AND SETTLEMENT STATEMENTS

As closing day approaches, review the settlement statement for accuracy and familiarize yourself with the various fees. Budget for your closing costs, which may include attorney fees, title insurance, and taxes. Verify that all necessary financial transactions have been completed, and understand the allocation of property taxes and other prorated expenses. Ensure you've received copies of all important documents for your records.

TRANSFER OF TITLE AND KEYS

Work with your attorney or title company to ensure a smooth transfer of title. Provide all necessary documentation, such as the deed and any required affidavits. Arrange for the transfer of keys, garage door openers, and other essential items. Notify utility companies and local authorities of the change in ownership. Finally, celebrate the successful sale of your home and embrace the next chapter of your life.

Congratulations on selling your home! You've now completed the hard part of selling your home on your own and saving thousands of dollars in real estate fees!

Photo Prep CHECKLIST



BEFORE

- Clean the entire house. Rent a storage unit, have a yard sale or donate extra stuff!
- Create a list of areas of your home you want to capture (and any areas you do not)
- Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
- Shutters and blinds should all be set to matching angles
- Clean all glass mirrors
- Declutter all counter spaces in kitchen and bathrooms
- Turn off all ceiling fans
- Remove your furry friends from the areas being photographed
- Store away pet supplies, food bowls, toys, etc.
- Cut the lawn and make sure your patio furniture is arranged
- Sweep the porch and exterior area



AFTER



How To CONTACT US



We hope you found this guide helpful in embarking on selling your home. If you would like to explore any of our services please know that we are more than happy to assist in any way that we can.

Email, Phone

Call, e-mail or chat to talk to a professional home marketing agent that will help you in selling your house.



support@cmpusa.org



800-863-2541



www.easyfsbo.org

Business Hours

Have a question about marketing?

OFFICE HOURS

Monday - Thursday

6am - 4pm

Fridays

6am-1pm

Arizona time

DISCLAIMER AND LEGAL CONSIDERATIONS

Please remember that this guide is for informational purposes only and does not constitute legal or professional advice. Always consult with a real estate attorney or other experts if you're unsure about any aspect of the home-selling process. And, of course, it's essential to adhere to local and federal laws throughout the journey.



THANKS FOR READING!

I hope this guide has been a helpful resource to you as you navigate the process of selling your home on your own. Remember that if you have any questions or concerns along the way, We are here to help. Don't hesitate to reach out for advice and support.

Best of luck in your home-selling journey!

Scott Balsiger