

The information in this For Sale By Owner (FSBO) Guide is designed to ensure a quick and successful sale of your home. There is no cost or obligation to you. The recommendations and checklists in this program are the results of training and experience helping homeowners sell and move. We offer it to you in hopes that there may come a time when you no longer wish to involve yourself in the sale of a home, and you can rely on the experience of a trusted real estate agent to do all the dirty work.

**REMEMBER US WHEN THE TIME COMES  
FOR YOU OR YOUR BUYER TO USE OUR SERVICES**

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# Writing Effective Ads

1. List all of the best features of the home and pick the Top 5.
2. Focus your ads attention on that Top 5.
3. Use an attention-getting opening statement about the home.
4. Less is more. Include some facts about the house (bedrooms, baths, price, etc.) but keep it brief.
5. Use words that appeal to all of the senses.
6. Avoid exaggerating the features of your home that you like best, as they may not be the features the Buyer likes best.
7. Include your name, phone number, email address, and website.
8. Use photos to show the best feature of the house vs. the standard front shot.
9. Most Buyers scan the listing for the following information:
  - a. Location
  - b. Price
  - c. Type or Style
  - d. Square Footage
  - e. Bedrooms / Bathrooms
  - f. Lot Size
  - g. Amenities
  - h. Garage Size
  - i. Contact Name & Phone Number

# Answering Inquiries

1. Remember your objective in handling inquiries is to cause the caller to want to SEE the house. You can't sell a house over the phone.
2. If you are running an ad online, make sure you are available to handle inquiries during peak response times, especially evenings and weekends.
3. Always put your phone number on your yard sign so that drive-by shoppers know how to contact you for showings.
4. If you are running an ad on the internet, respond to email inquiries with an invitation to call for a showing appointment.
5. Always trade names with the caller, and ask for their phone number so that you have a record of who inquired for a follow up.
6. The caller will usually ask you questions about your house right at the beginning of the call. Always give a direct answer to a direct question and then, to keep the conversation going, ask a probing question of your own.

Example:

Q: How many bedrooms does your house have?

A: We have three bedrooms. How many were you looking for?

7. Before agreeing to a showing, always ask the caller if they can show proof of being prequalified by a mortgage lender.

# Showing the Home

1. Secure all necessary legal documents and use them to protect yourself from fraud.
2. Both the Buyer and their mortgage lender will require satisfactory proof that you have a good title to the property.
3. Buyers and their mortgage lender will want a satisfactory survey including all easements, rights of way, and encroachments on the property.
4. Have your current tax information available and ready for Title Company.
5. Have all utility bills available.
6. Have information about your attic insulation type and thickness available.
7. Have all warranties on roof and appliances available.
8. Check your property with a critical eye. Buyers will look for faults which could cost them money to remedy.
9. Rearrange the furniture to create the most open space. If you have too much furniture, remove some and store it. **NO CLUTTER!**
10. Turn off the TV during showings and play soft music. Open the blinds and turn on all the lights. Check the thermostat to make sure that the house is at a comfortable temperature.
11. Keep children and pets away during showings.

# Necessary Vendors

REALTOR / Broker – Handles all of the real estate transaction details such as contracts, negotiation, due dates, and all parties mentioned below.

Mortgage Lenders - Obtaining a mortgage when purchasing your new home.

Title Companies – Used for closing escrow, obtaining title insurance for sellers or buyers, running title searches, etc.

Home Warranty – Often requested by the Buyer as an out of pocket expense for the Seller... but is negotiable.

Home Inspections – Most Buyers will utilize a home inspector to review the home for sale and find any issues that may be present.

Insurance Company – Used by the Buyer to obtain home insurance.

Appraisal Company – Used by either the Seller before selling to obtain a price to list property for, or, by the mortgage company as insurance against the property for which they are lending to a Buyer.

Contractors (Various) – May be involved in the transaction of real estate to repair items that are required by the mortgage company prior to allowance to Buyer to proceed with purchasing home.

Real Estate Attorney and/or Lawyer – Various uses, including estates, trustee/trustor relationship sales, contracts, etc.

# Caveats (How To Not Get Sued)

1. Sellers Disclosure fully and accurately completed.
2. Escrow / Title account set up.
3. Use a legal Purchase Agreement.
4. Use the services of a reputable Title / Mortgage / Escrow company.
5. Pull all permits and tax records.
6. Follow all the rules and laws for signage and marketing.
7. Make clear in writing what is and what is NOT included in the terms.
8. Have a survey completed.
9. Maintain consistent and regular communication with all parties involved.
10. Avoid discrimination.
11. Use a certified and licensed home inspector.
12. Invest in a home warranty.
13. Document all communication in writing.
14. Hire an attorney who specializes in real estate.
15. Keep all documents.
- 16. Hire a professional REALTOR® / Broker.**

## Why Selling Your Home Can Be Harder Than You Think

- 1. There are Too Many People to Negotiate With.** Here is a list of people whom you must be prepared to negotiate with if you decide to FSBO:
  - a. The Buyer who wants the best deal possible
  - b. The Buyer's Realtor
  - c. The Buyers Attorney
  - d. The Home Inspection companies, which work for the Buyer and will almost always find some problems with the house.
  - e. The appraiser if there is a question of value.
- 2. Exposure to Prospective Purchasers.** Recent studies have shown that as much as 91% of Buyers search online for a home, and only 17% look at newspaper ads. Most real estate agents have an internet strategy to promote the sale of your home. Do you?
- 3. Leverage the Buyers Agents.** According to a 2020 Nation Association of Realtors report, as much as 88% of home Buyers used a real estate professional. 7% of home Buyers purchased a new home build. Meaning only 5% of all Buyers in Indiana did not use a real estate professional. It is important to target REALTORS who have buyers and offer them an incentive to show your home. Otherwise you will be targeting only 5% of all Buyers.
- 4. FSBO'ing Has Become More and More Difficult.** The paperwork involved in selling and buying a home has increased dramatically as industry disclosures and regulations have become mandatory.
- 5. You Net More Money When Using an Agent.** Many homeowners believe that they will save the real estate commission by selling on their own. FSBO's who are unwilling to pay a Buyers Broker commission greatly reduce their chances of selling a home. Why would you pay for your Buyer to have a professional real estate agent, but not have one of your own? You can Google and read many studies showing that the typical house sold by a FSBO in Indiana sells for \$210,000, while the typical house sold by an agent sells for \$260,000.

## Why Selling Your Home Can Be Harder Than You Think

### **Most difficult tasks for FSBO sellers:**

- Getting the right price: 37%
- Having enough time to devote to all aspects of the sale: 33%
- Understanding and performing paperwork: 29%
- Selling within the planned length of time: 11%
- Preparing/fixing up home for sale: 4%

### **BOTTOM LINE:**

Before you decide to take on the challenge of selling your house on your own, sit with us and see what we can do together to sell your home faster and for a higher Sales Price.

**We will 100% respect the choice to sell your home yourself. If you happen to need help along the way, please know you have a friend in the business!**

**JF Property Group**  
**[www.jfpropertygrp.com](http://www.jfpropertygrp.com)**