

For Sale by Owner

First Aid Information



A Word About Selling Your Own Property...

Approximately 70% of For Sale By Owners eventually wind up using a broker. National statistics indicate that successful For Sale By Owners on average wind up accepting about 9% less than what they could have gotten if they had used a professional real estate broker.

In general, the only reason buyers shop For Sale By Owners is because they know a For Sale By Owner isn't paying a real estate commission. Typically a serious buyer will discount the asking price by at least the amount of the real estate commission.

If you're serious about putting the most amount of money in your pocket from the sale of your property, I invite you to contact me directly. I'll share with you my honest evaluation of what I will be able to put in your pocket when it's all said and done. We can compare bottom lines. The worst thing that will happen is you will learn some things to help you accomplish your real estate objectives.

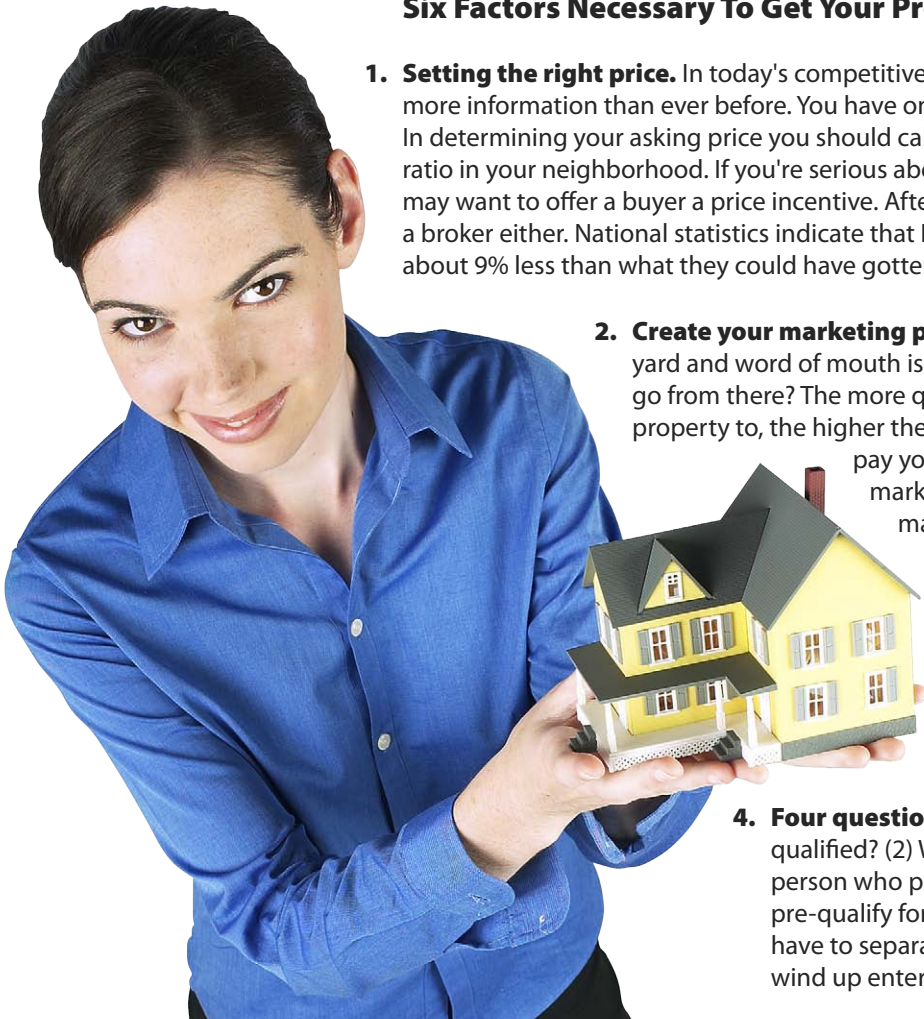
Six Factors Necessary To Get Your Property Sold...


1. Setting the right price. In today's competitive real estate market, buyers have access to more information than ever before. You have one chance to make a good first impression. In determining your asking price you should calculate the average sales price to list price ratio in your neighborhood. If you're serious about selling your house on your own you may want to offer a buyer a price incentive. After all the buyer you're looking for isn't using a broker either. National statistics indicate that For Sale By Owners usually wind up with about 9% less than what they could have gotten by using a broker.

2. Create your marketing plan. An ad in the paper, a sign in the front yard and word of mouth is a good place to start -- but where do you go from there? The more qualified buyers that you expose your property to, the higher the odds of finding a buyer that's willing to pay your price. I invite you to take a look at my marketing plan, and learn some strategies that may help you get your home sold.

3. Preparing your product. Many factors come into play in preparing your property for showing. I'll be happy to give you my secrets for properly preparing your home for showing.

4. Four questions to ask every caller: (1) Are you pre-qualified? (2) What's the name and phone number of the person who pre-qualified you? (3) How much did you pre-qualify for? (4) What's your possession deadline? You have to separate lookers from buyers. You don't want to wind up entering into an agreement with somebody





that down the road doesn't qualify to buy your property. I'll be happy to put you in touch with my lender to help you pre-qualify your callers.

- 5. Properly presenting your property.** Don't get emotional. When I'm showing properties to buyers I don't even want the sellers there, because buyers are less likely to express their true feelings. I invite you to call me today and I'll share with you my strategies on presenting your property professionally.
- 6. Negotiating the sale.** It's a fact even in a seller's market over 90% of the properties sold sell for something less than the asking price. Prepare yourself for offers less than your asking price. Don't get emotional. After all, one of the main reasons a buyer is shopping For Sale By Owners is to try to get a better price. They know you're not paying a commission. Be prepared, and present evidence proving the value of your property. A third party negotiator can literally save you thousands in negotiating the sale of your property.

What's most important to you in the sale of your property? If it's putting the most amount of money in your pocket as you possibly can, I invite you to contact me directly.