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## **THE FSBO GUIDE**





# WHAT THIS GUIDE IS FOR

Selling your home yourself makes sense. Most brokerages frown on this. We actually support this. Why not try?

With that said, we also know that after over 30 years of selling homes, it's not always easy and there are probably things you may want to do if you want to put your home in the best position to sell.



This guide is designed to serve as a checklist to ensure you have the greatest chance to your get home sold. Of course, we're always here to help if needed.

## USING THIS GUIDE WILL ...

- Help you get the price you need/want.
- Help you with the complexities of the paperwork.
- Help you sell in the time frame you need.
- Help you know what you should fix up, repair, and prepare so the home is ready to be sold.
- Help you understand all of the variables involved in selling your home and be prepared for them.



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# EXPOSURE IS KEY



## PUT A SIGN IN THE FRONT YARD

We know, this seems obvious. Yet not everyone does this and you'll miss opportunities without a sign.

## TEXT YOUR FRIENDS AND FAMILY

Your friends and family are a great source for word-of-mouth marketing and who knows, maybe they're looking.



## LIST YOUR HOME ONLINE

Add your listing to Zillow and other FSBO sites. The more listings you create, the more exposure you'll get. Keep in mind that high-quality video and photos go a long way. First impressions matter.

## MLS

There are services where you can pay a fee to get the home on the MLS giving you exposure to the Realtor community. More than 90% of buyers are represented by an agent so this is a great way to get in front of them.



## SOCIAL MEDIA

Posting your home often on each social media platform is a must. Since an organic reach will only go so far, consider running targeted ads to drive buyers your way. This is standard practice for any home we represent because this drives results.



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# PRICING / POSITIONING

Think about positioning rather than pricing. We never price a home. We position it. Think about your home being a product on a shelf. What would make someone buy your product versus the competing ones right next to it? Here are a few suggestions that may help:

## RESEARCH YOUR COMPETITION

- Use sites like Zillow to see what other comparable homes are in your area that you may be competing with.
- What are they priced at?
- How long have they been on the market?
- How do their features compare to yours?
- How are the descriptions written?
- Do they have professional photos and virtual tours?
- How do their schools compare to the schools in your area?

## GO SEE YOUR COMPETITION

- Pictures are good but you need to actually see the homes you consider to be your competition.
- Attend an open house.
- Schedule a showing.
- Actually go in person to see how your home compares.

## TIME vs MONEY

- Time is the most important question you need to answer for yourself.
- Do you want to take your time and hopefully, get more money? Or sell quicker and move on?
- This question determines where you position your home compared to the ones you've looked at and view as competition.

## THINGS TO CONSIDER WHEN DETERMINING PRICE

- A house that's priced right from the beginning typically achieves the highest proceeds
- Realistic pricing will achieve maximum price in a reasonable time
- The market determines the price
- The cost of improvements are almost always more than the added value
- Houses that remain on the market for a long time do not get shown



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# PRICING / POSITIONING

## 6 THINGS THAT INFLUENCE YOUR LISTING PRICE

- Market conditions
- The terms you offer as a Seller
- Exposure
- Comparable properties: pending sales and recent sales
- The features of your property
- How motivated you are as a Seller

## AND 4 THINGS THAT HAVE ZERO IMPACT ON ITS CURRENT VALUE

- What you paid for it
- Certain investments made in the property
- What you want to net from the sale
- What those outside the industry believe the property is worth

## GET AN APPRAISAL

- Why? Because when pricing, it's important to know what the bank will lend on. They'll use an appraisal to determine this amount. Know what this amount is.

## GET A HOME INSPECTION

- Why? Because the buyer will. It's important to know if there are any issues.
- You're eliminating any doubts and any potential roadblocks. By knowing what issues exist, you can address them before they become a bigger problem later on. Even the small details matter when you're shooting for top value.

## OFFER A HOME WARRANTY

- If you truly want to position your home above others, offer a home warranty
- They cost less than you think and they'll provide a ton of comfort to buyers.
- This will put your home a step ahead of the others.



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# THE PAPERWORK

This side of the business is typically where an agent brings the most value. The paperwork is complex and carries serious liability if not done correctly. Selling a home typically requires a variety of forms, reports, disclosures, and other legal and financial documents.

## FLORIDA REALTORS/FLORIDA BAR RESIDENTIAL CONTRACTS AND ADDENDA

There is a standard contract that may be used for residential sale and purchase transactions. There are multiple addendums as well.

There is also an "AS IS" contract that's used when the seller does not want to be obligated to make repairs and the buyer wants the right to cancel if not satisfied with the home inspection.

### ALL OFFERS ARE NOT EQUAL

Getting an offer is exciting! But how do you know if it's a good offer? If you get multiple offers, which is better?

### ESCROW

The escrow deposit shows how serious a buyer is. What's the escrow deposit? You'll want as much as possible.

### INSPECTION PERIOD

How long of an inspection period is the buyer wanting? The shorter the better for you.

### FINANCING APPROVAL PERIOD

How long is the buyer asking to get their loan approval? They shouldn't need 30 days to find out if they're qualified to buy your home or not. The shorter the better for you.



## CALL THE LENDER

Call the buyer's lender and ask where they are in the approval process. Find out if the buyer is qualified for your potential purchase price or not. Even if the buyer is paying cash, have you seen proof of funds?



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# THE LISTING PROCESS

- Research the market and find your competition
- Determine fair market value
- Have professional photos and video taken
- Create listings on all sites that accept FSBOs and across social media channels
- Put up a sign in the yard
- Get an appraisal
- Get a home inspection and determine what repairs, if any, will be made
- Hold open houses
- Screen and handle multiple inquires
- Determine lookers from serious buyers
- Be available to show the property
- Curb appeal matters, freshen up your entry and clean up your landscape
- Have copies of your HOA/COA docs available
- Have copies of your utilities and tax bill available
- Monitor competition to adjust to market conditions
- Declutter and deep clean your home, clean windows, clean out closets, and keep your home show ready
- Have a blank contract and property disclosures ready
- Vet the offers

THERE ARE MANY QUESTIONS THAT NEED TO BE ANSWERED WHEN SELLING A HOME. HERE'S A FEW:

1 How do I know which offer is best?

2 Do those contingencies matter?

3 Do I have to disclose that?

4 What happens if the deal falls apart?



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# QUESTIONS? Let's Chat.

I'm sure you have questions and thoughts about the real estate process. If you need a vetted and qualified appraiser, inspector, contractor, photographer, or home warranty company, please contact me. If you're wanting help pricing your home for today's market, please reach out.

I'd love to talk with you about what you've read here and help you on the path to selling your house. Here are a few ways I can help.



## CONTRACTS

I've been trained and understand the contract terms, disclosures, and addendums in today's heavily regulated environment. I understand the fine print.



## EXPERIENCE

I'm well-versed in the housing market and know the ins and outs of the entire sales process. And I'm backed by a company with over 30 years of real estate experience.



## TECHNOLOGY

I use the latest tech to make the process easier from e-signing to access to all necessary forms and documents at my fingertips.



## NEGOTIATIONS

I act as a buffer in negotiations with all parties throughout the transaction. I protect your interests, keeping the emotions out of play.



## EDUCATION

I can simply and effectively explain today's market conditions. I attend my company's live training class weekday mornings ... our mantra is Empower. Educate. Encourage.



## PRICING

I understand today's market and home values and with our Strategic Positioning Analysis, we will position your home so it will sell for the best possible price in the quickest amount of time.



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