

# For Sale

## BY OWNER



## MARKETING GUIDE

PREPARATION

PRICING

PROMOTION

CLOSING

*Courtesy Of Tatiana Kirilenko*

# *Hello There!*

Welcome to our guide, that has been designed for you based on our expertise in the industry so that you, on your own, can sell your house quickly and for the most amount of profit. It's all-inclusive tool kit and we do hope you'll greatly benefit from the information herein and will succeed in the sale of your property. However, if you do decide at any point that you need our help, we will be happy to work our magic for you and make your dream a reality! Just visit our website [www.TeamTatiana.com](http://www.TeamTatiana.com) for more information.

Selling a house on one's own can be challenging, as many FSBO sellers will attest. It will require you to promptly deal with a lot of details, manage people and do a lot of follow up. Otherwise, it will remain on the market longer than you expect, because you are not attracting and getting offers or not able to close a qualified buyer. This can be the point where many homeowners become frustrated and consider giving up their dream of selling their house themselves. However, there are sellers who successfully accomplish their goals. You can be one of them!

*Tatiana Kirilenko*

**Team Tatiana**



# PROS & CONS

## *of selling on your own*

### PROS

#### 01

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The main reason sellers choose to go FSBO is to save on the fee of listing agent, generally 3%. Most FSBO still will pay buyer's agent fees, also about 3%, in order to sell faster.

#### 02

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You'll have complete control over the entire sale process. You'll call the shots on the pricing strategy, marketing style and materials, open houses frequency, showings, sale negotiations, etc.

#### 03

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You're already the top expert on your house and neighborhood. When you list FSBO, you'll have the advantage of knowing the property's best features.

### CONS

#### 01

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Statistically, FSBO homes sell for 5-15% less than agent-listed. While you might be saving on the listing agent's fees you could potentially profit much less from a FSBO sale.

#### 02

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You'll have to do all the work of an experienced realtor who does it for living. If you don't have the time to respond to buyers' inquiries, accommodate all showings and keep transaction flowing, this isn't for you.

#### 03

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You may become overwhelmed with calls from buyers and agents, all legal paperwork, and other important details of getting this sale to the closing table .



# Be PROPERLY Prepared

The key is to be properly prepared. If you do not take time to research current market, prepare the house for sale and decide on the marketing strategy, your house could remain on the market for longer than you expect because you're not attracting and getting offers from qualified buyers. You must be ready to handle all of the aspects of sale before you present your house to the world and that phone starts to ring.

To help you prepare, following are 10 inside tips that you should be aware of before making a decision to sell your house by yourself. Consider what it will take and how much it will cost you to effectively market your house. Assemble all of the necessary materials - "For Sale" and "Open House" signs, professional photos, seller's disclosures, effective listing description and all legal documents before activating your listing.

*With these goals addressed, you're ready to begin the sale process!*

# 01

## Price it Right

*Unfortunately, the vast majority of FSBO sellers don't have accurate data to price a house*



Correctly setting your asking price from DAY 1 is crucial. Setting your price too high can be as costly as setting it too low. House prices are determined by the current market and not by your emotional attachment or by what you feel your house is worth. In order to establish a realistic price for your house, go to PREVIEW your current competition, objectively compare the price, features, and condition of similar houses in your neighborhood and, in particular, to other similar houses which have been sold in the recent months, usually 3 to 6 months.

It is also important for you to get familiar with the terms of each potential sale. Terms are often as important as price in today's market. Carefully budget your selling costs and prepare a net proceeds sheet to calculate your best estimate of what you'll will take away from your house sale. Prospective buyers may also request this kind of analysis of buying and closing costs. Request a Net Proceeds Calculation Form and FREE house market analysis on our website [www.TeamTatiana.com](http://www.TeamTatiana.com).



# 02

## Prepare Your House

*A properly prepared and staged house can sell for as much as 10-15% more money and 88% faster*

When a buyer will first walk through your house, how would they feel? Buying a house is a very emotional process and first impressions are crucial. Make sure your house makes a positive statement by carefully inspecting all details and viewing it through the objective eyes of a buyer. Don't gloss over needed repairs and fix ups, as your prospective buyers won't. Your job is to ensure that your house stands out favorably from the competition. We have developed a very specific and intentional guide of preparing your house for sale, so it will get sold fast and for top dollar. Please request your House Preparation Checklist on our website. Our clients get FREE staging consultation and property preparation custom plan.

# 03 Use Professional Photos

*Photos are THE FIRST impression of your house and crucial in marketing*



**Virtual Staging**

High-definition professional photos are an absolute MUST for your online marketing. They drive traffic, add thousands of dollars to the bottom line and reduce days on the market. If some of the rooms are empty, add virtual staging. We ALWAYS use professional pictures for our listings.



# 04

## Prepare All Documents

*It is very important to have all necessary documents ready before you start showings*



Not surprisingly, there are many important legal contracts and documents which you must assemble, complete, and understand prior to showings. Some of the forms that you should prepare for prospective buyers and for legal documentation are as follows: seller's disclosures, residential purchase contract with all required addenda, list of recent and important updates made to the property, survey, list of exclusions from sale, property profile fact sheet, listing description, buyer's cost sheet, list of personal property, financing addendum and other notices and disclosures as required by law.

We also recommend that you put together a property information binder. It should include all important information readily available to buyers who are considering your property, such as seller's disclosures, list of updates, listing description, property profile, survey and list of exclusions.



# 05

## Market Effectively

*Effective marketing will drive more qualified buyers to your house*

Way beyond the "For Sale" yard sign, you should find effective ways to spread the word about your house. Add your listing to major real estate search engines, your social media accounts and groups. Be sure to include the many buyers who could already be working with a real estate agent. To locate them, contact as many top agents as possible in your market to see if the criteria of their buyers matches that of your house. Because out-of-town buyers are also an important target, you should create a strategy to reach them as well.

Above all, you should be very service-minded and make it easy for prequalified buyers to view your house. Ensure there is always someone available to answer the phone, pick up messages promptly, and be ready to give qualified prospects a tour of your house as soon as possible. There are 3 Golden Rules of house marketing:

- 1) Pick up all calls, respond to texts
- 2) Do not deny any showings
- 3) Get house showing ready each time



# 06

## Showings and Open Houses

*Being always showing ready and  
keeping emotions neutral  
will net you more money on the sale*

First impression of your house is absolutely crucial, thus before each showing make sure the house is clean, smells nice and well organized - think "Model Home" condition.

Keep emotions out of the sale of your house, and the best way to do this during a showing is to remain physically in the background. If your prospective buyer says something negative about your house, it is better to counter-balance this point of view by illustrating the positives rather than becoming defensive. And above all, please be SAFE when letting strangers view your house.

# 07

## Know Your Buyers

*Separate the real buyers from the tire-kickers and make sure they are able to close BEFORE you sign sales contract*



Don't waste your time entertaining buyers who could never afford your house. It is a big time-waster, and will cost you money and time. Obtain financial documents, such as pre-approval letter and proof of funds from buyers BEFORE entering into any sales contract. Try to determine your buyer's motivation:

- Does he or she need to move quickly?
- Do they have a deadline for the move?
- Do they have enough money to pay your asking price?
- Do they have an agent helping them with the purchase?

Knowing this information will give you the advantage in the negotiation because you will know up front what you will need to do in order to get what you want. Your objective during negotiations is to control the pace and set the duration.

# Buyer Facts TO REMEMBER

PRIVATE FACTS THAT SELLERS ABSOLUTELY MUST KNOW!

## First-Time Home Buyers

1

Their inexperience necessitates the services of an agent to assist them with the house buying process, financing obligations, offers, contract documents, and closing procedures.

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## Corporate Relocation Buyers

2

Most are unaware of the area, have limited time to buy, and are often contractually obligated to use a certain real estate brokerage.

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## "No Money Down" Buyers

3

Unfortunately, most approach unrepresented FSBO sellers hoping to find one who is 'desperate' to sell at any price. Real estate agents always screen buyers for preapproval to ensure buyers are qualified to purchase.

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Buyer Types and Their Identities  
Determine Their Ability To Buy

# Buyer Facts TO REMEMBER

PRIVATE FACTS THAT SELLERS ABSOLUTELY MUST KNOW!

## Move-Up Buyers (The Best)

# 4

Up to 97% of these buyers are actually sellers whose houses are currently listed on the MLS. They are working with an agent for the purpose of selling their existing houses. After they sell, they become a move-up buyer and use the same agent to find their next house.

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## Bargain-Hunter Buyers

# 5

They know FSBO sellers are trying to save the real estate fees, so they demand a price reduction equal to such fees. In the best case scenario, unrepresented seller nets the same amount of money as if he or she had listed with an agent. Thus, FSBO seller is no better off financially, plus they took all the risk and did all the work.

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Potentially Negative Buyer Facts



# 08

## Negotiate Effectively

*Know the details of the contract you will use in the sale of your house*

There will be many details to resolve before a sale can be considered final, such as price, terms, inspections, possession date, buyer concerns and objections. Make sure the sales contract is reviewed by your real estate attorney and you fully understand the contract terms, so you can explain details to the buyer and make any amendments to the contract, if necessary.

We also recommend you to consult your attorney before you sign any paperwork. While this is going on, manage the buyer's interest in your house so that it doesn't wane during negotiations. Don't put all eggs in one basket, keep showing the house and have a list of other potential buyers in case the deal falls apart. Remember - it's not "Sold" until sale is closed,

# 09

## Keep It To Yourself

*Know why you're selling and keep your reasons for selling confidential*

The flip side of "understanding your buyer" is to understand yourself. Your reasons for selling will affect everything from your list price to how much time and money you will invest in getting your home ready for sale. Your motivation will help you determine what is more important to you: the money you walk away with, the length of time your property is on the market, other terms of the contract or all of the above. Different goals will dictate different strategies.



As someone who wants to sell without a real estate agent in an effort to save the fees, it is likely that money is one of your primary considerations. Whatever your reasons, however, it is very important to keep them to yourself so as not to place yourself at a disadvantage at the negotiation table. When asked, simply respond that your housing needs have changed.



# 10

## Don't Move Out Before You Close

*Vacant houses are more difficult to sell and sometimes closings fall through right at the closing table*

Studies have shown that it is more difficult to sell a vacant house. It looks forlorn, forgotten, and simply not appealing. It will also have holding costs and will cost you money every month it's on the market. In addition, a vacant house may be telling buyers that you are now motivated to sell fast - which can, of course, give them an advantage at the negotiation table.

In some situations buyers are not able to close at all, and this may come as complete shock at the closing table. That's why generally we find it's best to occupy the house all the way up until closing and move out right after. You will need to get organized and ready to close and move in one day.



# READY TO HIRE *a Professional?*

While doing the work yourself can save you the 3% fees of the listing agent and potentially another 3% of the buyer's agent, flying solo may not be the way to go and could end up being more costly. Buying or selling a house is a major financial (and emotional) undertaking. On average, 90% of FSBO will eventually list and sell their house with an agent. Here are certain factors you should consider in making your determination:

- 1) FSBO houses sell for 5-15% less than agent-listed houses
- 2) FSBO can take longer days on the market, than MLS listed
- 3) Setting a right price is crucial but challenging
- 4) There's a lot of time-consuming work and details
- 5) Negotiating offers can be tough
- 6) Marketing, showings are mandatory and take a lot of time
- 7) Contracts can be hard to handle
- 8) Your negotiation power is often reduced by direct contact with the buyer

LET US WORK  
*Our Magic For You!*

*We have all of the resources  
and expertise to make your  
dreams come true!*

With over 15 years of experience selling real estate, Tatiana knows exactly how to help sellers to prepare house for sale, how to market it aggressively and sell it for most amount of money in the shortest amount of time. With the help of her expertise, network of professionals and a little bit of magic, you'll be able to timely accomplish your goals and move towards making more dreams come true!



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**[www.TeamTatiana.com](http://www.TeamTatiana.com)**

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