



FOR SALE BY OWNER GUIDE





HELLO.

There are many reasons that folks choose to go the FSBO route when selling their homes. FSBO means 'For Sale by Owner' in the world of real estate. It sounds like 'fizbo' when said aloud, and the concept most definitely has some serious pros. With the recent appreciation in home prices, this spring might be a good time to sell your home. But which is the smarter way to do it, hire a real estate agent or list it yourself?

For someone experienced in the purchase, sale, and marketing of a home, selling a home as an FSBO makes good financial sense. On the flip side, for someone who is inexperienced in marketing and real estate, or who is short on time, the FSBO route could cost the seller a great deal of time and money. Making a mistake in pricing, marketing, legal compliance or paperwork can have serious repercussions, both financial and legal.

FSBO listings are more common today than in 2007, thanks to consumer-facing listing platforms such as Zillow and easier access to the Multiple Listing Service (MLS) for non-agents.

But FSBO is no walk in the park. A 2017 Zillow report found that 36% of homeowners attempt to sell their homes without an agent, but only 11% actually complete sales themselves. In other words, more than two-thirds of sellers who try FSBO fail.

Many Real Estate Agents are protective of our "top secret" selling techniques, but I am not your average agent. In this guide, I will map out how to price and prepare your home, the showing process, and what to expect at closing. As always, if you get into this and decide a real estate agent is the way you would like to go, please call me anytime.

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ASK YOURSELF...

BEFORE YOU READ ON AND EMBARK ON THIS JOURNEY, TAKE A FEW MOMENTS TO SOUL SEARCH AND ASK YOURSELF THESE 3 QUESTIONS.

1

Do I want to take on a stressful project that will take lots of time and effort and involves one of the biggest investments of my life?

2

Do I have the computer and technology to effectively market my property on the internet (where over 95% of people look for homes)?

3

Am I willing to deal personally with buyers who a.) can be quite critical of your home, b.) need to be screened and qualified for financing, and c.) will negotiate hard for the cheapest price they can get.

If you answered YES to each of these questions, great! Move on to STEP 1.

If you answered NO to any of the questions, consider the 4 statistics on the next page.

CONSIDER THIS

IF YOU ANSWERED NO TO ANY OF THE QUESTIONS,
CONSIDER THESE 4 STATISTICS:

1

A 2013 National Association of Realtors® study found that the typical sold price of an FSBO home is \$184K compared to \$230k sold by a licensed agent.

2

FSBO properties take on average 19 more days to sell than those listed with Realtors®.

3

A survey revealed that the top challenges for FSBO sellers were the paperwork, getting the price right, and preparing the home for sale.

4

It's been estimated that 80% of people who try the FSBO method, end up giving up and listing with a Realtor®. It doesn't hurt to at least have a discussion with a Realtor® before trying FSBO.

When you sell your home by owner, you're in charge of everything from setting the price and marketing the property to filling out the paperwork and negotiating with the buyer. You'll have to do practically all the heavy lifting of the sale yourself, but in return, you won't have to pay a listing agent.

Done correctly, selling your house for sale by owner can save you thousands of dollars and be a rewarding experience. Done incorrectly, going the FSBO route could lose you money and cause you a great deal of frustration.

PROS & CONS

OF SELLING ON YOUR OWN HOME

PROS

01

You won't have to pay commission to a listing agent

02

You'll have complete control over the entire sale process.

03

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

CONS

01

You'll probably still have to pay a commission (typically 2.5-3%) to incentivize buyer's agents to bring their clients to see your home.

02

You'll have to do all the work of a trained, licensed realtor. If you don't have the time to respond to buyer inquiries around the clock, this isn't for you.

03

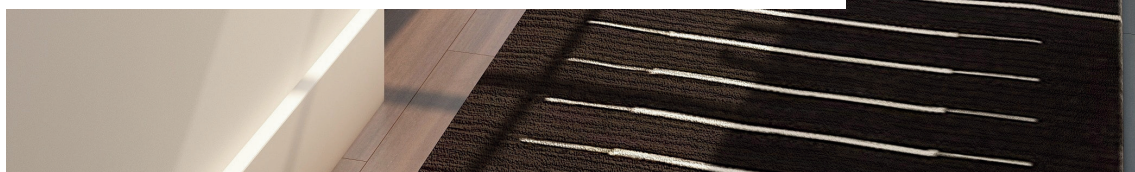
You may be overwhelmed with calls from both buyers and agents.

01



PREPARATION OF YOUR HOME

The key is to be properly prepared. If you are not, your home could remain on the market longer than you expect because you are not attracting and getting offers from qualified buyers. This can be the point where many homeowners become frustrated and consider giving up their dream of selling their homes themselves. However, there are sellers who successfully accomplish selling their own homes. You can be one of them!





01

HOME PREPARATION

We have developed a very specific and intentional 20 step process of getting your home sold fast and for top dollar. 20 steps might seem like a lot but it is our mission to work with you throughout the process so you never feel left in the dark or confused about what is going on.



PREPARING YOUR HOME

MAKE REPAIRS

Now is the time to fix all of those nagging things that you just lived with. Inside the house, look for stained ceilings, missing tile, broken windows, doors, heavily scratched floors, and other signs of neglect. Outside, look for broken or missing shingles, patio pavers, and tuckpointing. If you have a deck, check for cracks in floorboards and loose railings. Make a list of everything you see and then decide which things you're going to tackle. A real estate agent can be very helpful in determining what needs to be done and what doesn't. Here are complete how-to instructions for several common repairs: Wall and Ceiling Repair, Laminate Floor Repair, Shingle Repair, and Deck and Railing Repair.

FINISH PROJECTS

Every homeowner has at least a couple of ongoing projects that never seem to get finished. Now is the time to finish painting the guest room, install the ceiling fan you bought last summer, and stain that beadboard you put up in the pantry.

CREATE CURB APPEAL

It's important that your home makes a good first impression. When potential buyers drive up to your home, you want them to think, "Wow! I could live here!" To make sure buyers want to see the inside of your home, make sure the outside is well-kept, tidy, and inviting. It's important to touch up or completely repaint the trim., keep the grass cut, edge along sidewalks and paths, maintain flowers and shrubs and keep the yard tidy. You never know when curious buyers will drive by.

DECLUTTER

Resist the urge to roll your eyes at this one. It is imperative that your home looks livable. Potential buyers may not be able to see past your clutter. Think of it this way—don't move things you no longer want or need. Make decisions now and your house will sell faster and your move will be easier. It's no secret that getting started is the hardest part of decluttering. Take one room, or even part of one room, at a time and dive in. Recycle or shred paper. Donate books, toys, clothing, and duplicate household items. If you're getting frustrated and you can't deal with one more stack of papers or shoebox of old photos, put them in a plastic tub, label the tub and stack it somewhere out of the way.

DECLUTTER SOME MORE!

Don't overlook items on display on your shelves, tables, countertops, and inside buffets and other glass-door or open-shelf cabinets. You probably don't even notice what's there, but too much clutter in everything can distract a buyer. A good rule of thumb is 'Reduce by 50%.' In other words, if you have 10 things on a shelf, put away (or get rid of) five. If there are a dozen mugs on display in the kitchen, lose six. One more thing: If you have a lot of personal items on display, it can make it harder for potential buyers to imagine themselves living there. If you display items of a political or religious nature that could be off-putting to others, consider putting them in storage until you can proudly display them again in your new home.

THINK NEUTRALS

If you decide to do some interior painting, stick to neutral colors. You've heard it before, but it's the truth. Neutrals don't distract and they allow potential buyers to imagine their things in your home.

REARRANGE YOUR FURNITURE

Your furniture is arranged the way it best suits you and your family. When you're staging your home to sell, you'll need to use your furniture as marketing tools to help create inviting vignettes. Avoid having furniture lined up along the walls. Pull the sofa away from the wall and pull chairs close to create a conversation area. Also, you may need to remove some furniture so it's easy for people to walk around in the rooms. If you've toured model homes and had the feeling you could move right in and live there, that's what you're going for.

CREATE A WELCOMING ENTRYWAY

If your apartment doesn't have a proper entryway, create your own. Use a padded bench and hang some hooks for coats, or build simple entryway storage and organizer to keep clutter at bay.

REMOVE PERSONAL ITEMS

If you have a lot of family photos on the wall or several pieces of your child's artwork on the refrigerator door, you should take them down and store them out of sight. This will help buyers see the home as a clean slate they could make their own. It might be sad to take those personal items down but it will help you sell your home in the meantime.

FIX PET ISSUES

Did Fido leave a stain on the living room carpet? Does the basement smell like a cat's litter box? Address these issues before potential buyers visit the home. Pet smells are serious turn-offs when trying to sell your home.

WASH THE EXTERIOR

If your house has siding, carefully use a pressure washer to clean the exterior. Also, make sure the windows are clean and the gutters are clear before you try to sell your home.

GET A HOME INSPECTION

Before trying to sell your home, hire a home inspector. While buyers usually have the home inspected, have an inspection prior to putting the home on the market. This will make you aware of any potential issues that may come up during the sale.

FIX FENCING

A fence adds value to your property. If your wood or chain-link fence needs a little TLC, be sure to take care of any repairs before trying to sell your home.

ROOF REPAIRS

Few things turn away buyers more quickly than a leaky roof, so address roof repairs before trying to sell your home. If your roof needs serious work, be ready to negotiate a lower price with buyers.

FIX CRACKS

Fix any cracks in the driveway, walkway, or patio. And this will help increase your home's curb appeal and will surely help you sell your home.

TOUCH UP ANY SCUFF MARKS

Even if you're not doing a full-on repainting project, pay special attention to scrubbing and then touching up baseboards, walls, and doors to make the house sparkle and look cared-for.

CONDUCT A SMELL TEST

Foul odors, even slight ones, can be a deal-breaker, and the problem is that you might not even notice them. Consider inviting an unbiased third party in to try to detect any pet smells or lingering odors from your kitchen. If the smells are pervasive, prepare to do some cleaning as many buyers are on to the seller's "masking techniques" such as candles or plug-ins.

STAGING YOUR HOME

When a buyer walks through your house, how will they feel?

Buying a home is a very emotional process. People rely on gut feelings more often than logic. This is where staging comes in. For between 100-200 dollars a professional stager can give you a full consultation on how best to position the existing furniture and what accessories can be bought and added to give it the “pop” it needs. Many For Sale by Owner’ home sellers want to save money, so if you opt-out of using a professional, pretend that you are having the governor and his family over for dinner. What would you do to make your home look as presentable as possible?

Would you go out and maybe buy a few flowers? Maybe you’d hide ‘that oversized chair’ that you’ve had just a few years too long. Another trick is to have someone over who doesn’t come often and ask them to be HONEST about what they like and what is a bit distracting. (For best results, find someone who can be honest!)

The staging of your home is crucial to make the entire marketing package of your home better, which happens to be what we talk about next.

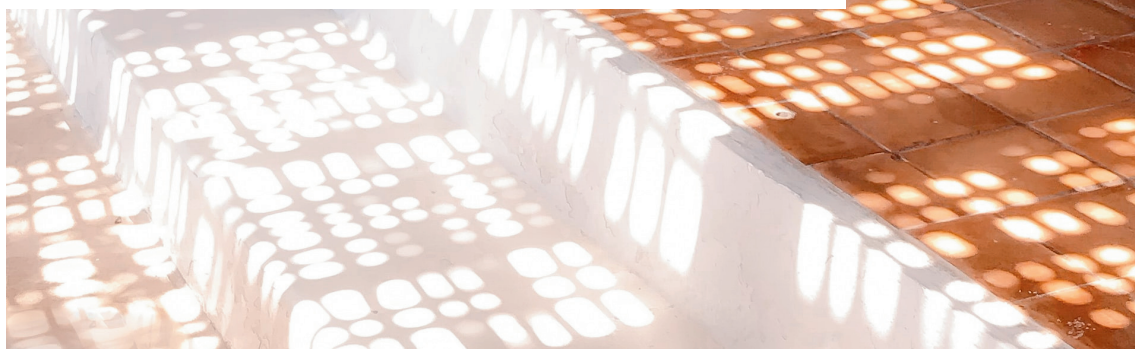
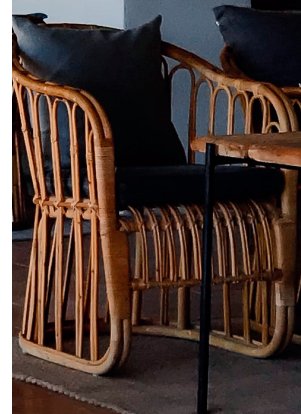


02



PRICING YOUR HOME

If you want to sell your home by owner, you need to know how to price it correctly and fairly. That means finding a listing price that is neither too high nor too low for your market.



02

THE PROCESS OF PRICING.

In this section, we will learn how to accurately price your home and all things to consider.

The pricing of your home is the most important part of the entire process. A house that is priced too high will sit on the market for a long time. You'll lose money in carrying costs such as utility bills and property taxes while waiting for it to sell. Even worse, when buyers see a home sitting on the market too long, they assume something's wrong with it. You may have a hard time regaining foot traffic even if you cut the price.

On the flip side, FSBOs can also be prone to underpricing. Recent studies show that homes sold by owner typically sell for about 6% less than those listed with licensed real estate agents — meaning that these sellers came out at a loss even after saving on agent fees. This price difference isn't because FSBO homes are inherently worth less. It's because many sellers just don't price their homes high enough.



Remember, it's just basic economics. Your home will only sell for the price a buyer is willing to pay, no higher. When you set the price for your home, it must be based on similar or comparable homes sold (comps) in your real estate market. Depending on how soon you want it sold, you can price at market value or below market value.

Licensed real estate agents have the training and experience to market your home at the right price to the right buyers.

ANALYSIS

To do the research and analysis for pricing, you can use websites like zillow.com and filter results to be like your property and to see only sold properties. From there you can compare the similar properties that have sold, and adjust the price based on your added features or lack thereof. This isn't an exact science, and it works best in neighborhoods where owners buy and sell more often, and in homes that are similar in style and size to other nearby homes. If you have a unique home in a unique location (like a custom waterfront home for example), it becomes more difficult to price, but a proper analysis is still the key.



Consider:

- Does your house have the same number of bedrooms and bathrooms?
- Do you have less or more square footage?
- Has your house had any major updates or renovations in recent years?
- Is your home in a better or worse school district?

Honestly answering these questions will give you an idea of what you should charge.

CMA vs. APPRAISAL

WHAT'S THE DIFFERENCE?

CMAs and appraisals are both professional estimates of a home's value, but they fulfill very different functions in the home selling process.

A licensed real estate agent performs a CMA to recommend the best price at which a homeowner should list their property. To prepare a CMA, the agent takes into account both active and closed sales (and sometimes even pending and expired listings, too) for a holistic picture of the local market.

Usually, realtors perform CMAs free of charge. On the other hand, an appraisal is typically conducted by a licensed appraiser to help a bank determine how much to lend for a mortgage. It's concerned mostly with the condition of the property and the final prices for sold homes in the area.

Banks won't lend a mortgage for more than the appraised amount. This can cause your sale to fall through unless you adjust your price accordingly or the buyer agrees to cover the difference out of pocket. Licensed and/or certified appraisers carry out appraisals, and they're not free. Expect to pay \$250-\$450 for this service.



PLACES TO RESEARCH

YOUR HOMES VALUE

01.

SOLD LISTINGS

Compare the original list prices of the homes to the final sales prices to determine any price reductions. Compare the final list prices to actual sold prices to determine ratios. Ideally, compare to at least three properties that sold at market value. Your county appraiser should have a list of comps to view.

02.

PENDING LISTINGS

The ultimate sales prices of homes that haven't sold yet are obviously unknown until the transactions close. But that doesn't stop you from calling the listing agents and asking them to tell you how much a property is selling for.

Again, make note of the days on the market. That can have a direct bearing on how long it will take before you see an offer.

03.

ACTIVE LISTINGS

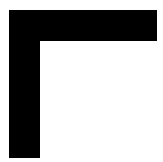
Tour these active-listing homes so you can see what buyers will see when they visit. Make note of what you like and dislike about the properties, as well as the general feeling you got when entering the homes.

These properties are your competition. Ask yourself why a buyer would or would not prefer your home over any others, then adjust your price accordingly.

SQUARE-FOOT COST COMPARISONS

The buyer's lender will order an appraisal after you receive an offer, so you'll want to compare homes with similar square footage to come as close to the eventual appraised value as possible. Appraisers don't like to deviate more than 25%, and they prefer to stay within 10% of net-square-footage computations. Comparable homes are those that are 1,800 to 2,200 square feet if your home is 2,000 square feet.

Average square-foot cost doesn't mean that you can simply multiply your square footage by that number, at least not unless your home is average-sized.



03



MARKETING YOUR HOME

You've done all the work and are ready to hit the market. Don't misstep by not marketing your home in the best and most efficient way possible. In this section, we will guide you through all the most important marketing steps.



THE VALUE OF PHOTOGRAPHY

When marketing any home for sale, the very first initial impression of a home for buyers is ALWAYS photography. Trust me on this, you do NOT want to breeze over this part of your marketing package.

For best results, a professional photographer is needed for bright, crisp, and well-angled photos that feature the house well. If you would rather not hire a professional, then take the photos with the best camera available with the widest angle lens available.

Open all the windows, turn on all the lights (even the little lamps), and make the home as bright as possible. If there is a time of day that you get more natural light, take the pictures at that time. Don't take photos when it's dark or cloudy.

When taking photos, don't be creative with portrait orientation photos, stick with landscape photos that match more closely to what your eyes see. Get Wide! When taking photos, back up as far back as you can in order to get the widest angle possible. This makes the room appear at least as large as they do in person. The closer you zoom in, the smaller the room appears.

The most important photo is the front exterior of the home. It's vital that this photo is taken excellently. The best times to take this specific photo are early morning or late afternoon. Choose a time when the sun is shining on the front of the home as opposed to having the sun behind the house, causing unwanted shadows.



BEFORE

OWNER PHOTOGRAPHED



AFTER

PROFESSIONALLY PHOTOGRAPHED

INTERNET STRATEGY

HOW TO MARKETING YOUR HOME ONLINE

Remember, you're competing with professional real estate agents who have lots of experience and marketing resources. Don't expect a yard sign and a Craigslist ad to cut it!

In fact, the NAR found that, in 2018, 52% of buyers found their homes via the internet, compared to 6% who were attracted by a yard sign.

To successfully reach prospective buyers, you'll need to work hard and spend some money to market your home on the internet. Here are some ideas to consider.

Use a professional photographer

Attractive photos are key to selling your house. Most buyers begin their home search online. And according to the National Association of Realtors, 87% of buyers who used the internet found photos about properties for sale very useful.

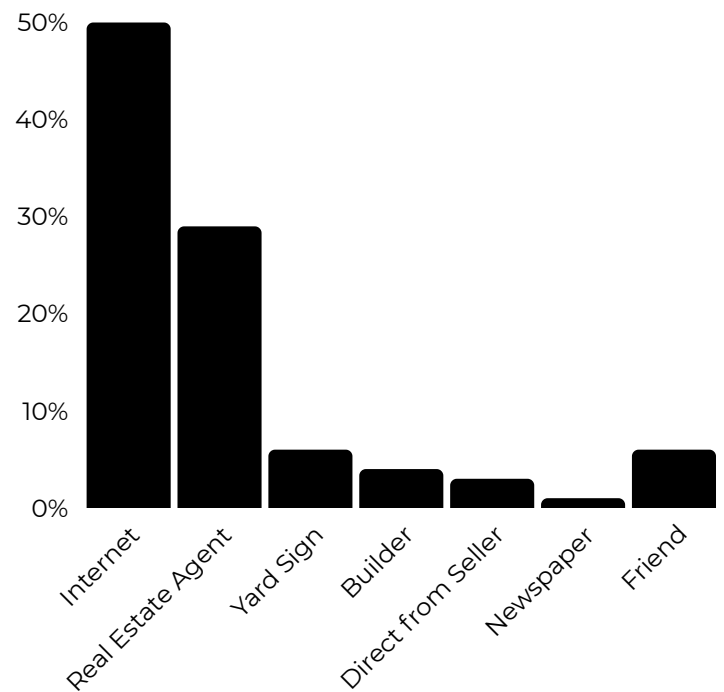
Your safest bet is to hire a professional photographer (typically \$150-\$500) to take photos of your house and yard. Look specifically for someone with experience taking photos for real estate — they'll know how to do proper lighting and avoid beginner mistakes like leaving a cabinet open in the background.

After photographs, homebuyers rely on listing descriptions when shopping around. The National Association of Realtors found that 85% of people who used the internet to find a home in 2018 relied on detailed information about properties.

To write a compelling listing description, focus on information that the buyer could get only from the owner or a neighborhood local. Does your home have beautiful views? Are the neighbors friendly, and is the street safe for kids? Do you live in an area with great schools or great restaurants?

Write with a buyer in mind — try to picture the buyers who would be interested in your home, and highlight features you think they will find exciting.

HOW BUYERS FIND YOUR HOUSE



SOCIAL MEDIA

SHOW IT OFF



If you use Facebook, that means you have a network of friends that might know just the right person who happens to be looking for a house like yours. When you have your listing up on a website, where the photos are presented nicely and all the information is accessible, share that page on your profile so that all your friends can at least be aware of it and possibly know just the right person to buy. Statistically, It doesn't happen very often but it's good not to leave any stones unturned.

You can also share the listing with different local communities and groups on Facebook. You can find these groups by searching on Facebook for "your city" then click search. When the results appear, click "Groups" to see all city-related groups.

If you use other social media platforms like Instagram, Tiktok, Pinterest, or something else, You should let everyone know you are selling your house. Many of your friends will "like" and even share the post out of courtesy to you.

YARD SIGNS

DON'T LOOK LIKE A DISCOUNT HOUSE

Directional signs to your home could help get a few more people to it who are just browsing around neighborhoods. Use the biggest ones your community allows, and make sure you have your phone number on it too!

A professionally branded “for sale” sign can bring up the perceived value of the house much better than a store-bought sign. Think about sneakers that have the Nike brand on it compared to a generic brand, even if they are the same shoe, which is more desirable? It works similarly when selling a home. People expect higher valued homes to be branded better.



SHOWINGS & OPEN HOUSES

Before you show your home, make sure you create an inviting atmosphere. Turn on all of the lights, keep all of the interior doors open, and open blinds or curtains. Have your children at a neighbor's house, friend's house or with family so they are not distracting the buyers. Also, make sure pets are secure and not creating a nuisance with excessive noise. Some people are afraid of dogs and allergic to cats. Keep this in mind when showing your home. Cleanliness is of utmost importance and so is the lack of clutter. The smell of your home can be very important too. Make sure litter boxes are clean and the trash has been taken out. Get some potpourri or a nice smelling candle. Make sure it is not too strong and it is a light and pleasant scent. The smell of fresh baked bread or cookies can definitely help too.



DO'S & DON'TS

OF SHOWING YOUR HOME

DO

Stop talking and let
them
look at the property

Let your home sell
itself

Be friendly

Have printed home
information ready

Keep emotion out of
the sale of your home

Remain physically in
the background

Prequalify buyers
before you spend time
showing your home

DON'T

Follow them around
talking

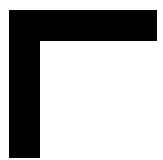
Try to sell the features
of the home

Give too much
information about
yourself

Discuss price other
than the asking price

Be defensive about
your home

Waste your time
entertaining buyers
who can not afford
your home



04

CONTRACT & CLOSING

Great! You've done all the hard work and found a qualified buyer that has submitted an offer. Now what?






CONTRACT GUIDE

To avoid wasting valuable marketing time, only negotiate price and terms with someone who can provide you with a pre-qualification letter. Most lenders can pre-qualify someone in a few hours. If the potential buyer is serious, they will be able to get this to you. If you are dealing with a cash buyer, they should be able to provide you with proof of funds such as a letter from their bank or bank statement.

The conflict between the buying and selling sides is quite common in a real estate transaction especially if you decide not to use an agent. The buyer obviously wants the lowest price possible and you obviously want the highest price possible for your home. The information listed below should help reduce the amount of possible conflict you may experience during the sale of your home.

NEGOTIATING

TERMS AND PRICE



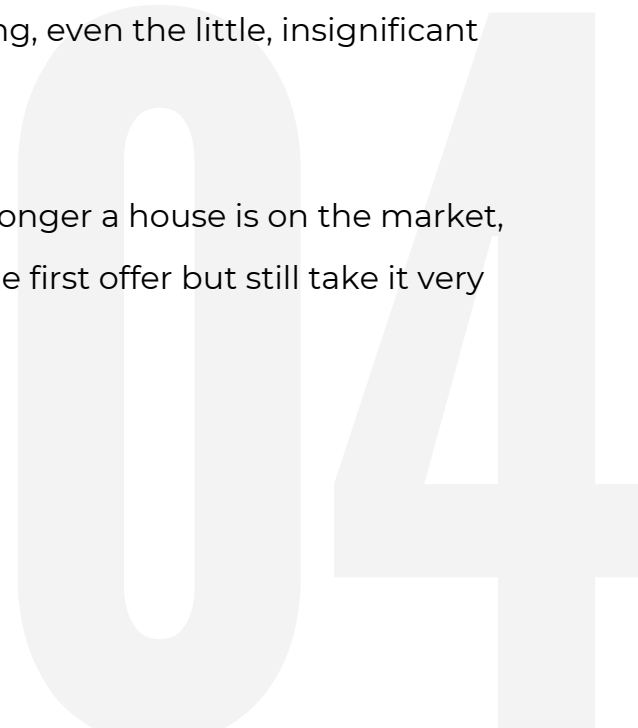
Once you find a potential buyer, get the help of an experienced third-party negotiator to negotiate the price and terms of the sale. An attorney or Realtor can save you thousands of dollars and lots of stress in dealing with unnecessary conflict.

If you choose to handle the negotiations on your own, start with features of your home that buyer seemed interested in and build on that. The buyer will start with the negative parts of the house and build on that with the hopes of reducing the price more than necessary. Do not get offended. Be patient, objective, and stay calm.

Create a temporary email address to conduct all communications regarding the deal. You don't want them to have your personal email in case the deal falls apart and they decide to be belligerent.


Everything agreed upon should be put in writing, even the little, insignificant details.

Oftentimes, the first offer is the best offer. The longer a house is on the market, the lower the offers become. Do not jump at the first offer but still take it very seriously.



NEGOTIATING

TERMS AND PRICE



Take your time in your decision-making process but not too much time. If you leave the buyer hanging too long, they will move on. If you do not make a decision and accept the offer or provide a counteroffer, the buyer can walk.

Contact a local title company to get title insurance. Without title insurance, the sale of the property will not close. Not sure where to start? Contact me for a referral. I have a few title companies I use for my clients.

Have the contract and any addendums written by an attorney or real estate professional. A little mistake could cost you everything.

Don't put all of your eggs in one basket. Keep a list of other potential buyers in case the deal falls apart.

Up to 48 hours before you close, perform a walkthrough of the property with the buyer. Exchange keys at the closing.

04



PAPERWORK

- ☐ COMPLETED PROPERTY DISCLOSURES
- ☐ TITLE REVIEW & COMMITMENT
- ☐ COVENANTS, RESTRICTIONS, AND HOA
- ☐ PURCHASE AGREEMENT
- ☐ COUNTER OFFER FORMS
- ☐ AMENDMENTS
- ☐ INSPECTION RESPONSES
- ☐ DISCLOSURES
- ☐ FINAL WALK-THROUGH FORM

INSPECTIONS

The signed contract will allow the buyer to inspect the property thoroughly. The buyers will normally use inspection companies that will go through the entire house from top to bottom looking for anything needing repairs or replaced—and unless your house is brand new, they will find things, trust me! If there are major repairs, you'll need to have those fixed and other findings may cause the buyer to want to renegotiate the price or cancel the sale altogether.

Inspections typically completed are:

Septic – Is it clogged? Does the size match the number of rooms?

Well, Water Test – Is it free and clear of bacteria, heavy metals, and other contaminants?

Termite Inspection

Full Home Inspection

Radon Inspection

Land Survey



REMEMBER, ANY AND ALL REPAIRS ARE NEGOTIABLE BUT ISSUES WITH THE PROPERTY ARE NORMALLY TAKEN CARE OF BY THE SELLER (THAT WOULD BE YOU!).

CLOSING INFORMATION



EXPECTED COST

- Title insurance
- Escrow or attorney's fee
- Transfer tax
- Survey costs
- Home warranty fee
- Mortgage payoff
- Outstanding utility bills
- Recording fee
- Survey costs
- Inspection costs
- Buyer's agent commission

During the closing, you will meet with your buyer and other necessary parties, such as your attorney, to transfer the ownership of your property. Sometimes closing is also referred to as a settlement. All paperwork is signed, agreements completed and details finalized at the closing. Normally, the whole transaction takes about an hour.

Exactly where and how your closing will take place simply depends on the customs used where you live. Quite often, the closing takes place at the closing agent's office. Make sure to stay in touch with this agent to make 100% certain that your seller doesn't get off track.

There shouldn't be any surprises at the closing. All expected costs should already have been covered and put into writing between you and the buyer. Following, you will find a list of items that are commonly paid for by sellers at closing, although this is not set in stone.

READY TO HIRE --- A PROFESSIONAL?

While doing the work yourself can save you the significant commission rates many real estate agents command, for many, flying solo may not be the way to go--and could end up being more costly than a realtor's commission in the long run.

Buying or selling a home is a major financial (and emotional) undertaking.

1. Better Access/More Convenience

A real estate agent's full-time job is to act as a liaison between buyers and sellers. This means that he or she will have easy access to all other properties listed by other agents. Both the buyer's and seller's agents work full time as real estate agents and they know what needs to be done to get a deal together.

2. Negotiating Is Tricky Business

Many people don't like the idea of doing a real estate deal through an agent and feel that direct negotiation between buyers and sellers is more transparent and allows the parties to better look after their own best interests. This is probably true--assuming that both the buyer and seller in a given transaction are reasonable people who are able to get along. Unfortunately, this isn't always an easy relationship.

3. Contracts Can Be Hard To Handle















If you decide to buy or sell a home, the offer to purchase contract is there to protect you and ensure that you are able to back out of the deal if certain conditions aren't met.

TAKE THE PROACTIVE APPROACH

TO BEST MARKET YOUR HOME

- 1 Increased showings through our television campaign airing on the top watched TV stations.
- 2 We promote your home to our 1500+ sales agents in 20+ offices in Michigan.
- 3 Expose your home to millions of people through our KW relocation network, the largest in the country.
- 4 Exclusive Client Relations system to allow for instant follow up with buyers and constant communication.
- 5 Generate potential buyers for your home through our billboard and radio advertisements.
- 6 Install a for sale sign, with a text code to capture buyers instantaneously. Helps capture twice as many buyers.
- 7 We will feature your home on the first page of Real Estate search engines such as Zillow, Realtor.com and Trulia.
- 8 The only real estate team that services the entire state of Michigan to result in more buyers for your property!
- 9 Make your home show better than the competition with professional photography.
- 10 Official Real Estate team of the Detroit Tigers which generates hundreds of qualified buyers every season.
- 11 Generate buyers for your home through our robust social media marketing campaign.
- 12 On staff videographer which drives more traffic to our listings.
- 13 Our exclusive inside sales team calls at least 500 people every single day looking for qualified buyers for your home.
- 14 Host an open house, when necessary, for buyers and agents to preview the property.
- 15 Follow-up with agents who have shown your home for feedback.
- 16 Allow our local staging company to make suggestions to your home to improve its appeal - free of charge!
- 17 Put our entire "Sales Force" of specialized associates to work for you.

AGENT COMPARISON CHECKLIST

														
Us	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NO ONE MARKETS YOUR HOME MORE!

Glover Agency uses a "blitz" marketing tactic in which we are able to drive more than an average amount of traffic through a listing during the first few weeks of being on the market. By doing so, we put our sellers in a position of leverage, which in many cases, leads our listings to multiple offer situations, putting more money in their pocket!

SOCIAL AND DIGITAL MARKETING

- Largest digital & social media budget in Michigan
- Over 150 positive reviews at 4.7 stars on Facebook which leads to more buyers reaching out to us for assistance
- On staff videographer which drives more traffic to our listings from social media
- We staff a Director of Marketing with a digital & social media background which allows us to consistently stay on the first page of google to drive more buyers to our listing sites.

MULTIMEDIA ADVERTISING

- Our ads air over 200 times every week!
- Every week over 1,000,000 consumers will hear our ads on the radio or see our ads on billboards or TV, which will lead to more showings on your home!
- Generate over 2 million impressions per week with our billboards, driving traffic to our website where your home will be featured!

- We are constantly fielding calls from serious, motivated, and educated buyers that hear and see us in the community ready to make their next move.
- More buyers can mean a better chance of selling your home for top dollar!
- Marketing your property is our top priority. We spend more money on marketing in 30 days than most agents spend all year and that gets results. Investing over \$100,000 a month on advertisements!



#1

REAL ESTATE TEAM
IN MICHIGAN

THE ONLY TEAM
THAT SERVICES THE
ENTIRE STATE



Largest Digital and
Social Media Budget
in Michigan

50

TOP-TRAINED
AGENTS



NEARLY
1,000
HOMES SOLD IN 2022



\$257K

AVERAGE HOUSE SALE



ADVERTISING
ON 8 RADIO
STATIONS

#1

REAL ESTATE TEAM IN
MICHIGAN FOR THE HIGHEST
VOLUME SOLD AS RANKED BY
WALL STREET JOURNAL



20+
KW OFFICE
LOCATIONS



\$1.2 M

2023 ADVERTISING BUDGET



Over \$60k donated back
to local heroes from
GA Agents in 2022

150+

COMBINED YEARS
OF EXPERIENCE

kw

KELLERWILLIAMS.
AFFILIATED WITH
KW REALTY



\$1,233,500

AVERAGE SALES PRICE
OF LUXURY HOMES

#1

Most Positive Reviews
on Zillow in Michigan

RYAN PRICHARD

ASSOCIATE BROKER
GRAND RAPIDS LEAD AGENT



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📍 Michigan | Statewide

🌐 gloveragency.com

#1 REAL ESTATE TEAM IN MICHIGAN