

Here's Your FISBO Handbook



It's The REALTORS®
Secret For Today's
Home Marketing!

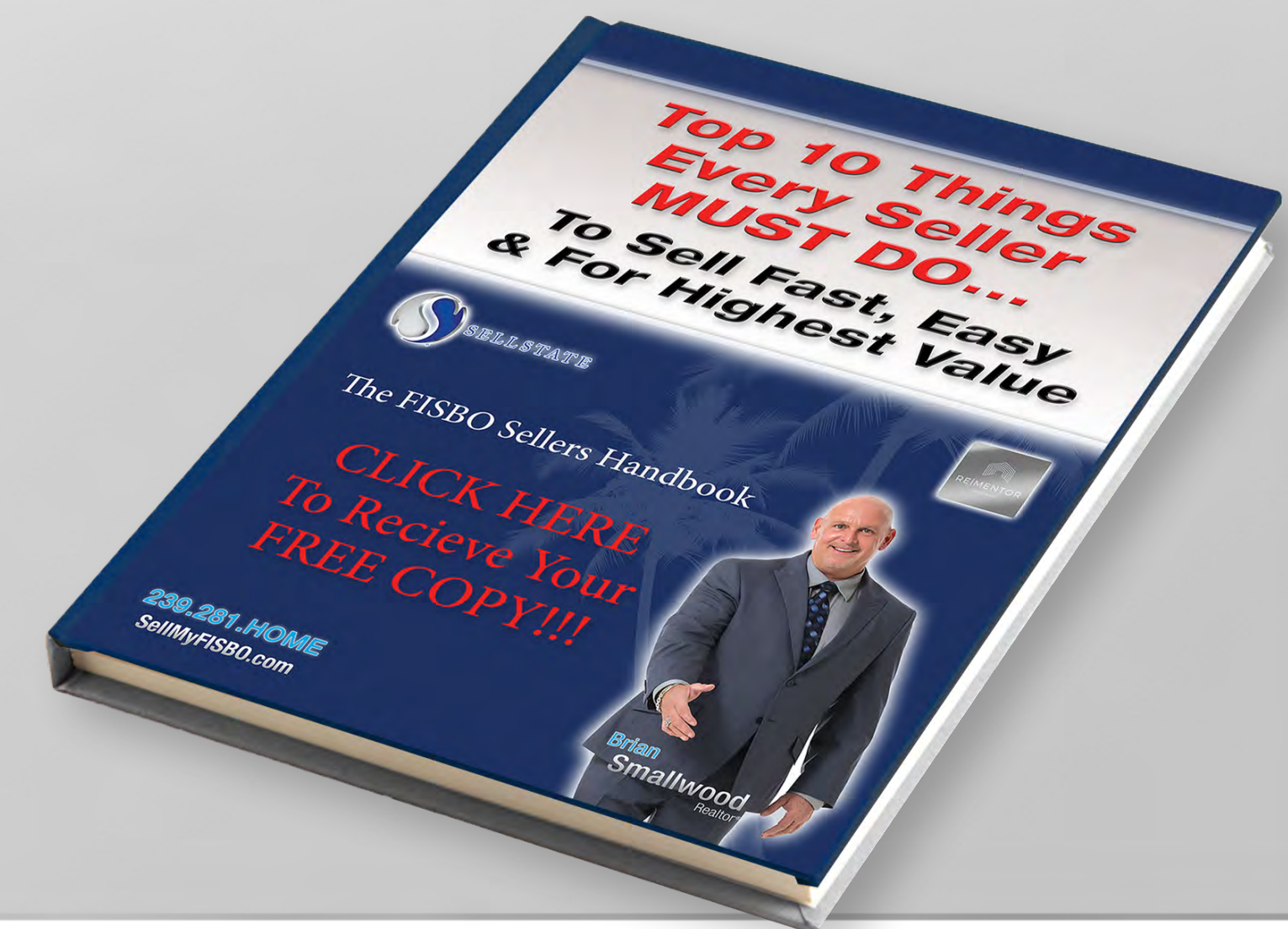
Here's Your FISBO Handbook



Make Sure You Save
This Handbook and
Come Back As Often
As Needed.

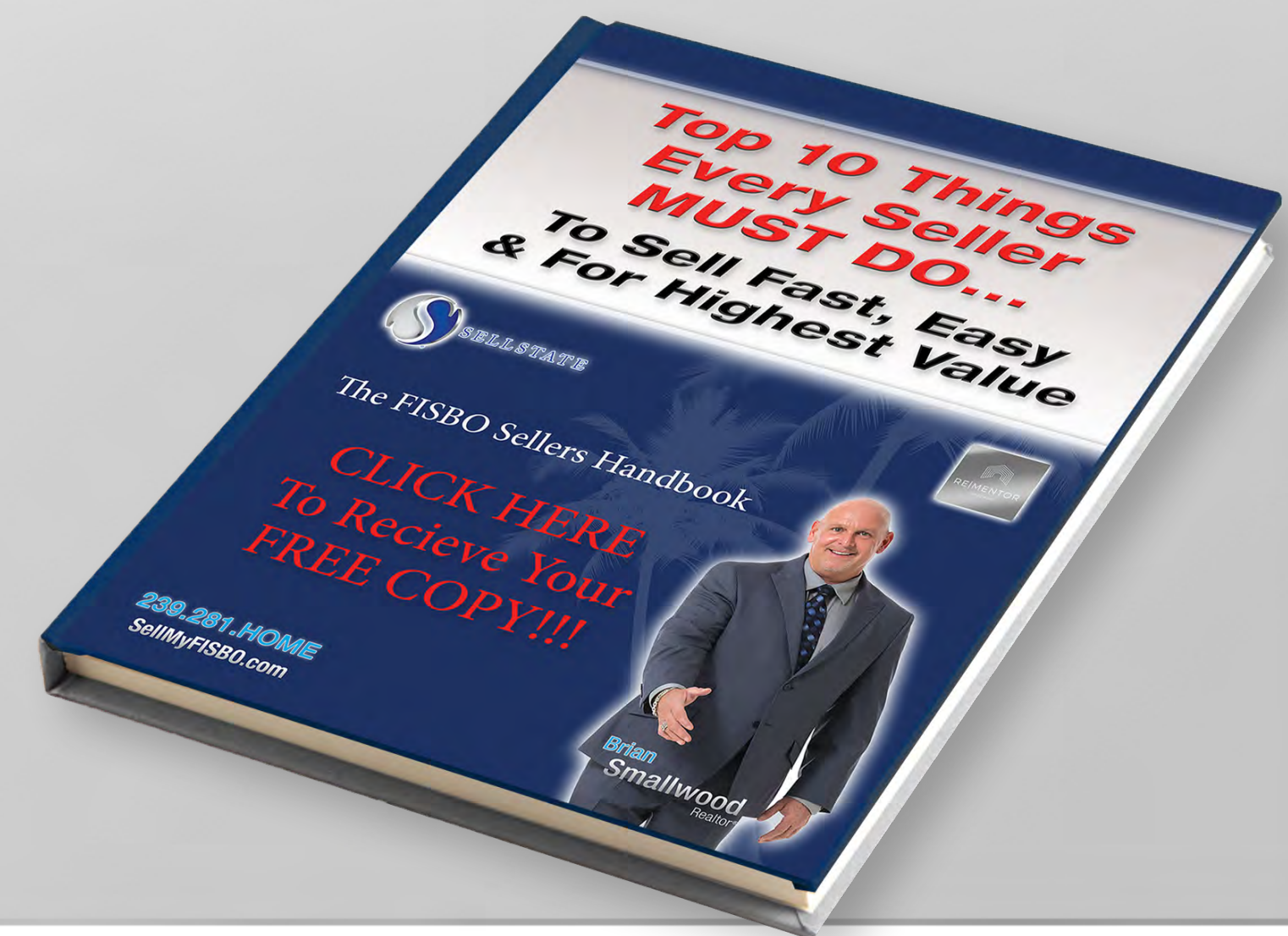
It's The FISBOs Guide To:

**Getting Your Home Prepared For Sale In Today's Market,
And How To Attract The Attention Of The Right Buyer**



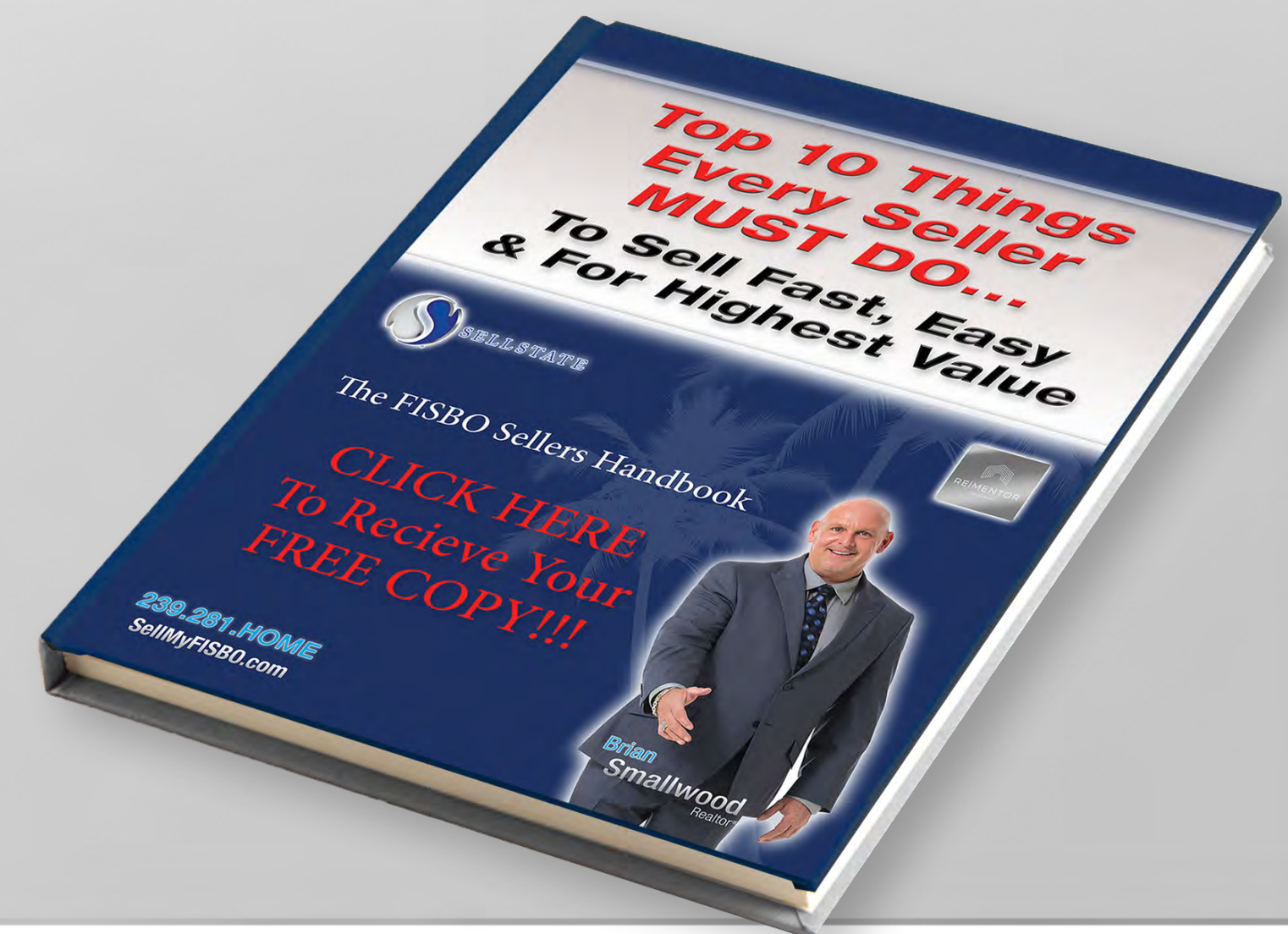
It's The FISBOs Guide To:

Help You Determine Your Homes Real Value



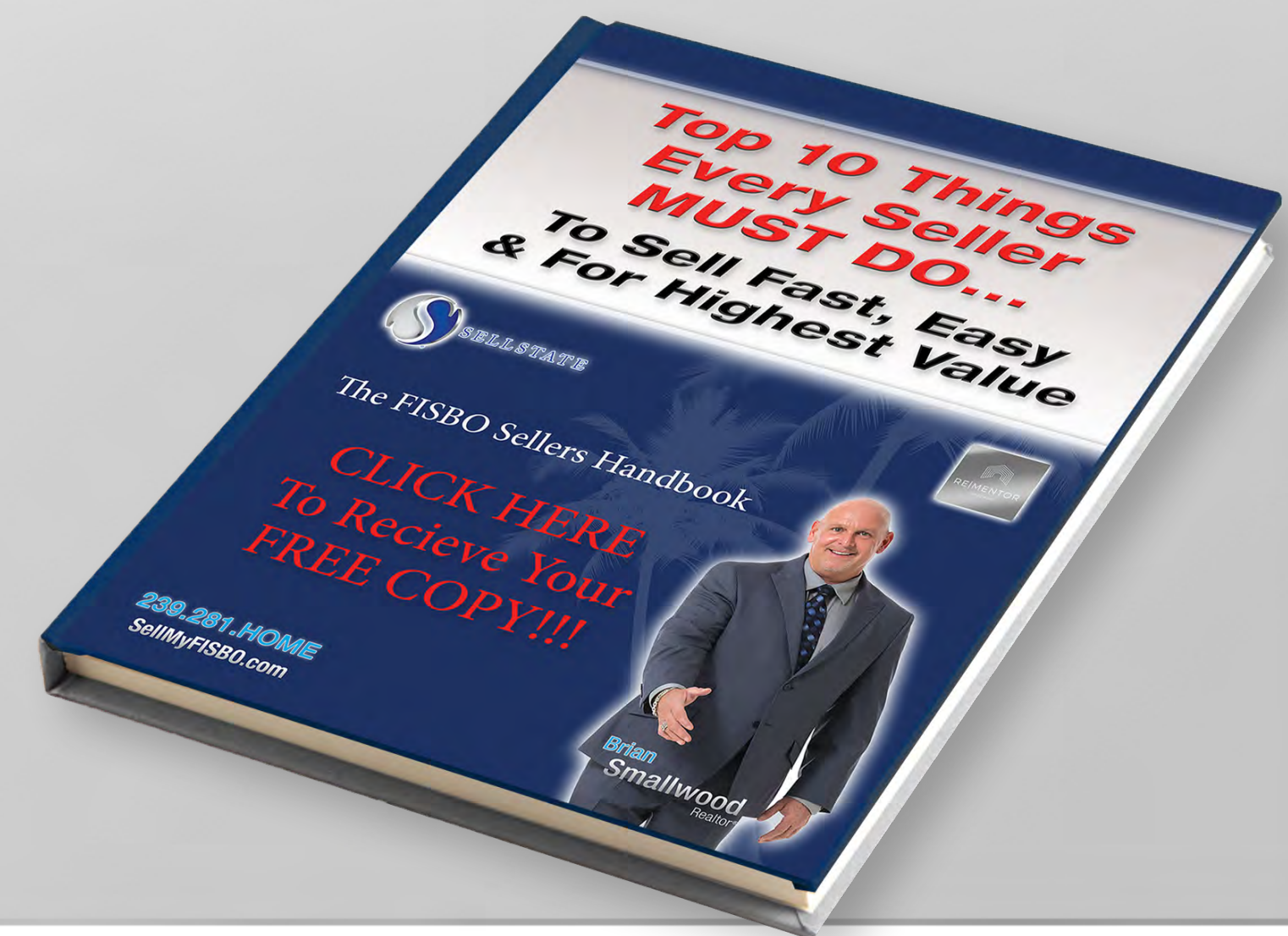
It's The FISBOs Guide To:

Today's **“MUST DO”** Marketing Strategies



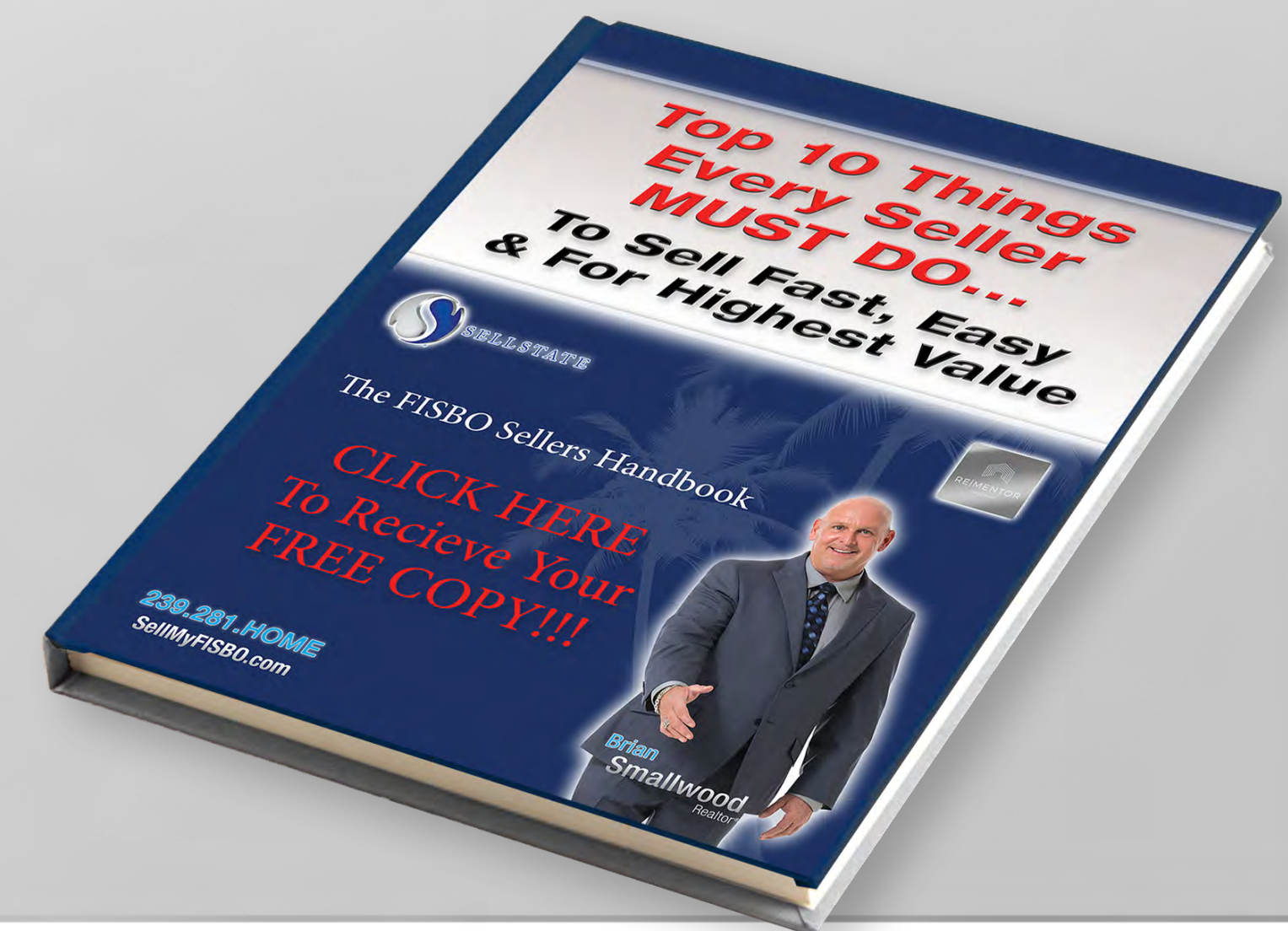
It's The FISBOs Guide To:

Know Which Contracts To Accept Or Reject



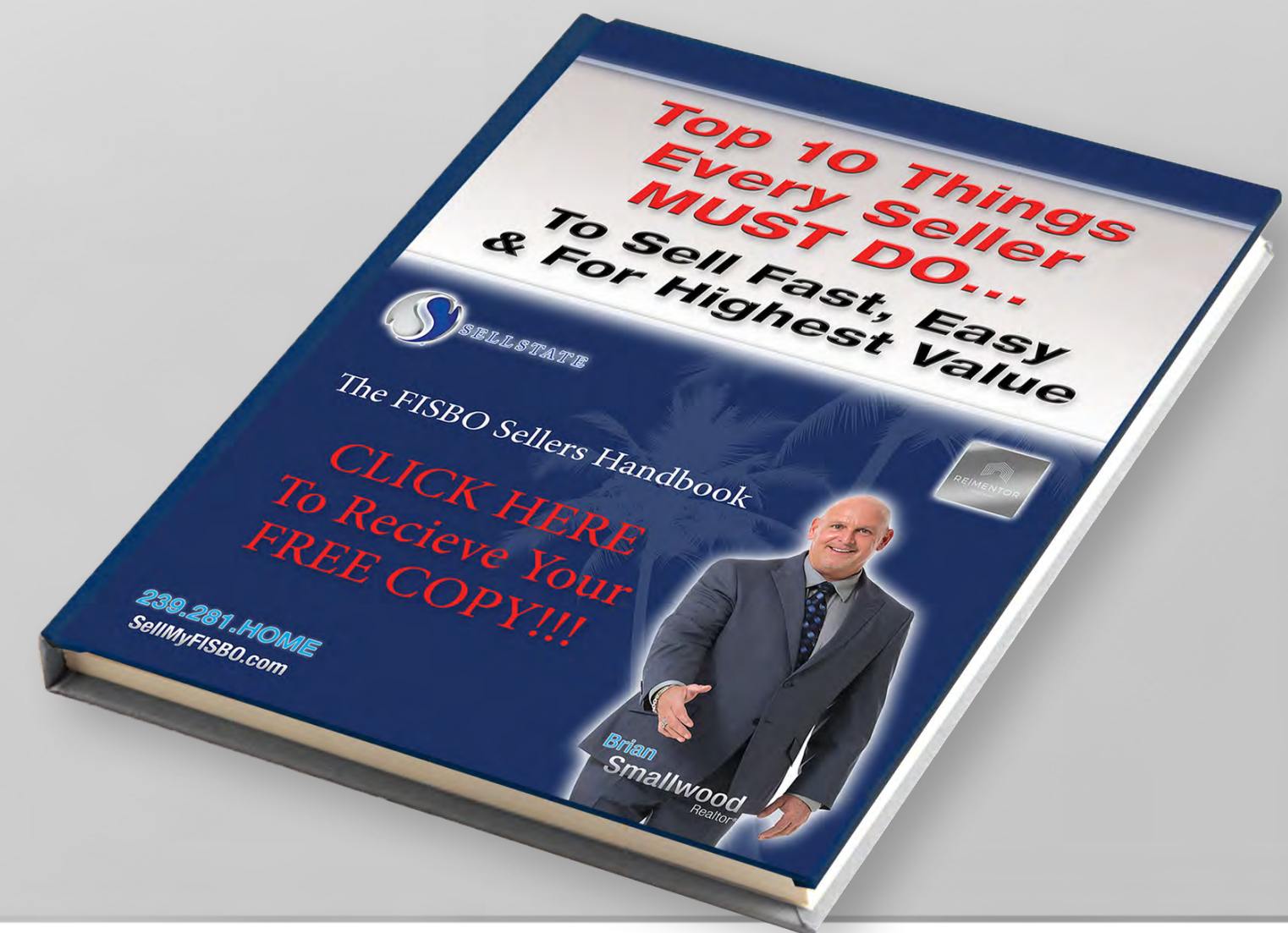
It's The FISBOs Guide To:

How To Entice REALTORS® To Show Your Home.



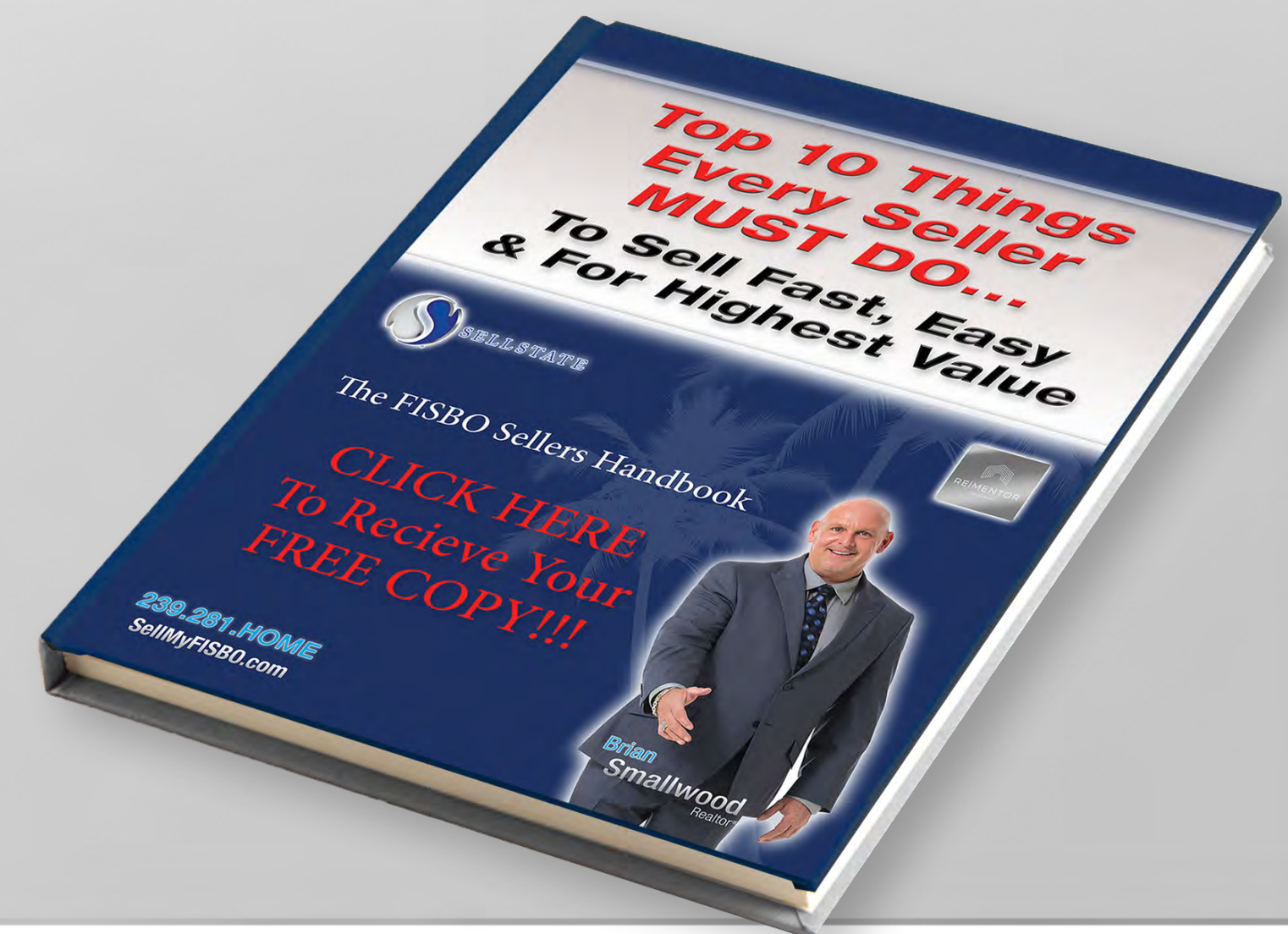
It's The FISBOs Guide To:

**Know When To Say Yes Or
When Its Best To Just Say No**



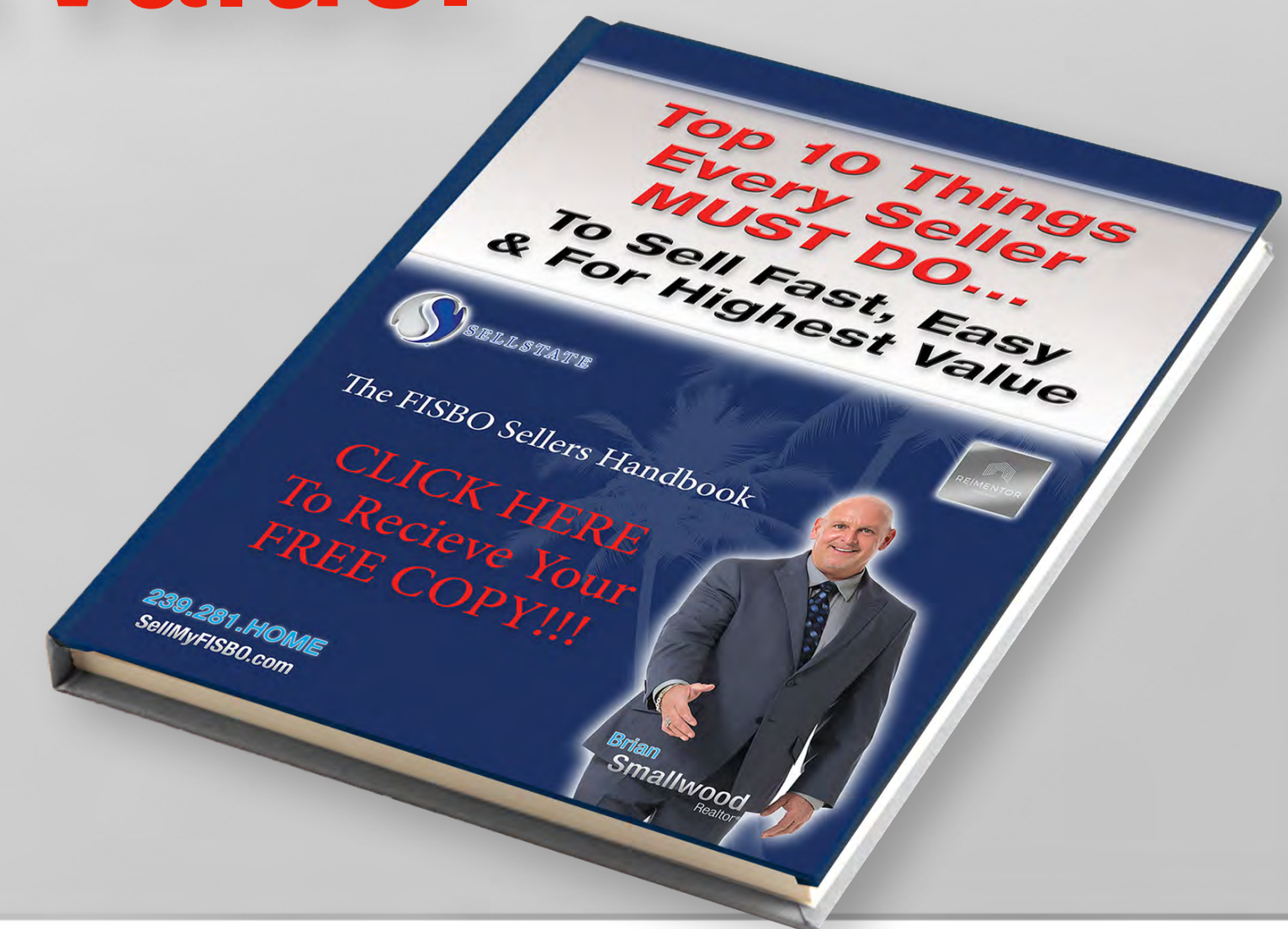
It's The FISBOs Guide To:

**To Prepare Yourself For Today's
Competitive Real Estate Marketplace
(Giving You The Edge Over The Competition)**

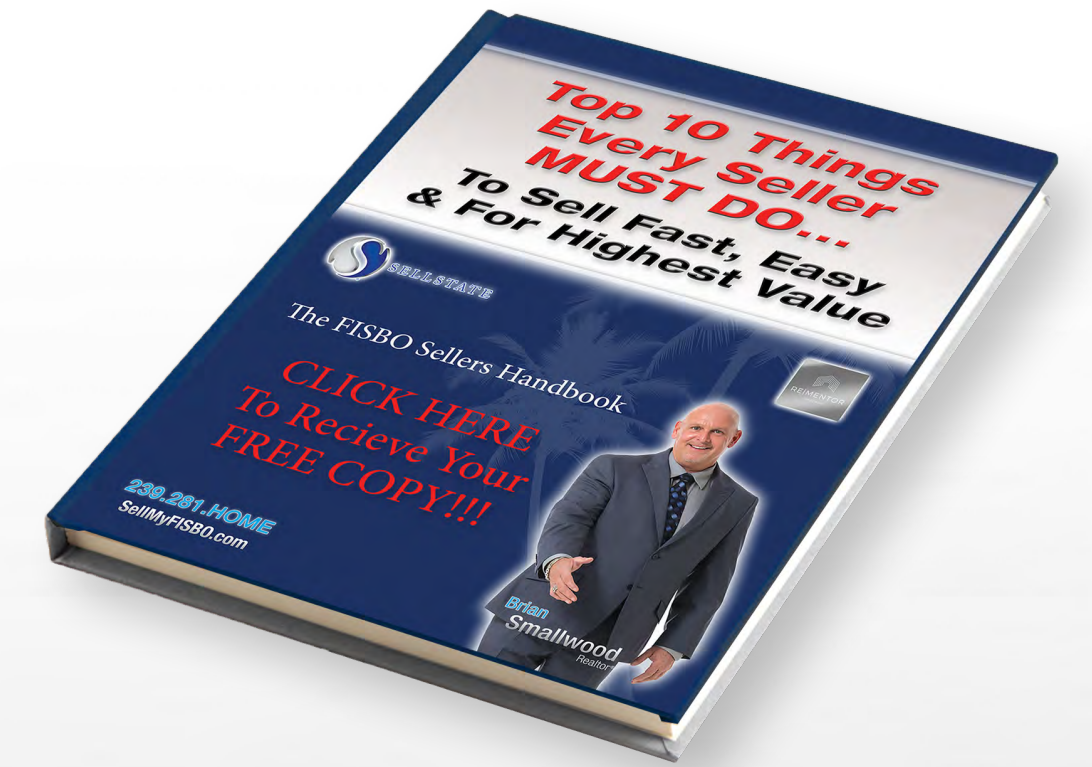


It's The FISBOs Guide To:

**10 Of The Top Things
Every Seller Needs To Consider
To Successfully Market & Sell Your Home.
Achieving Its **Highest & Best Value.****



Top 10 Things Every Seller Should Do:



1.) Have Your Home Ready To Show

Walk Around, Take Notes, See What Your Buyer Would See. It's Your Home You Know It Better Than Anyone. Do It Now, Before They Have To Ask You To. They Will Ask Way More Later, If You Don't Fix It Now.

Fixing It Now Will Also Make Your Home Stand Above The Crowd And Bring It Higher Value! You Might Even Want To Go As Far As Getting A Professional Home Inspection To Help You Identify Any Areas That May Need Attention And Will Be Found Later.

Top 10 Things Every Seller Should Do:



2.) Determine Your Homes Market Value

It's Every Sellers Desire To Get The Most Value From The Sale Of Their Home. To Achieve This Goal It Will Be Very Important To Understand The Current & Competitive Market Value And Price It Accordingly. *Hint - Over Pricing Will Scare Them Away ... Under Pricing You Cut Yourself Short. You Might Want To Consider Getting A Professional Appraisal To Help You Determine Your Homes Real Market Value.

Top 10 Things Every Seller Should Do:



3.) Knowing And Understanding The Contract(s)

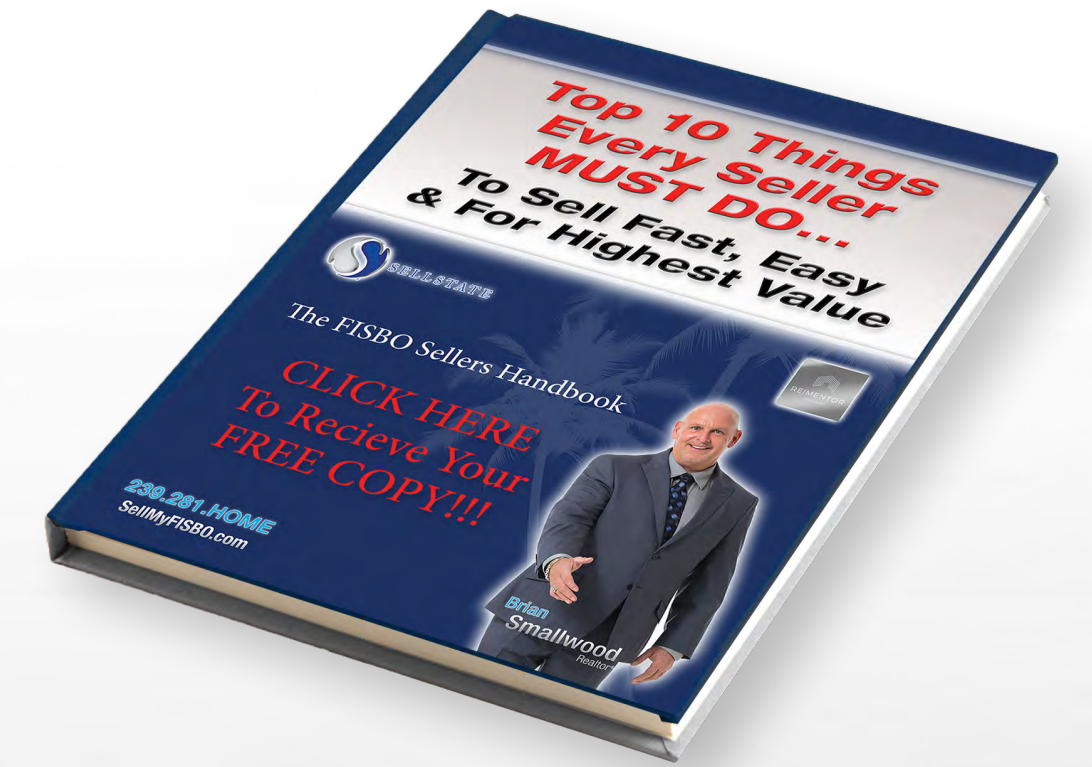
In Today's Market There Are Various Contracts Being Used. Each Contract Is Different And Spells Out Various Obligations Of Buyers And Sellers.

***Examples:**

- 1.) The "As Is" Contract Most Commonly Used In Our Market Today Puts Most Of The Responsibilities On The Buyer, To Determine The Homes Condition.**
- 2.) The "FARBAR" Includes Automatic Concessions Pending Inspection Reports. This Contract Could Impact Sellers Costing Thousands In Repairs Which Were Agreed To At Signing.**

**BEWARE - KNOW AND UNDERSTAND WHAT YOUR SIGNING!
Have All Documents Reviewed By A professional If You're Not Sure. An Experienced REALTOR® And/Or Real Estate Attorney Might Be A Good Consideration.**

Top 10 Things Every Seller Should Do:



4.) Advertising And Marketing

You Must Let Them Know It's For Sale:

Today's Marketing Is Very Complex

**This May Be One Of The Most Important Factors To Consider In
Attracting Just The Right Buyer For Your Home.**

**This Is Where Many Will Fail, Even Most REALTORS®,
So Don't Feel Bad If This Part Seems A Challenge.**

Top 10 Things Every Seller Should Do:



4.) Advertising And Marketing (cont.)

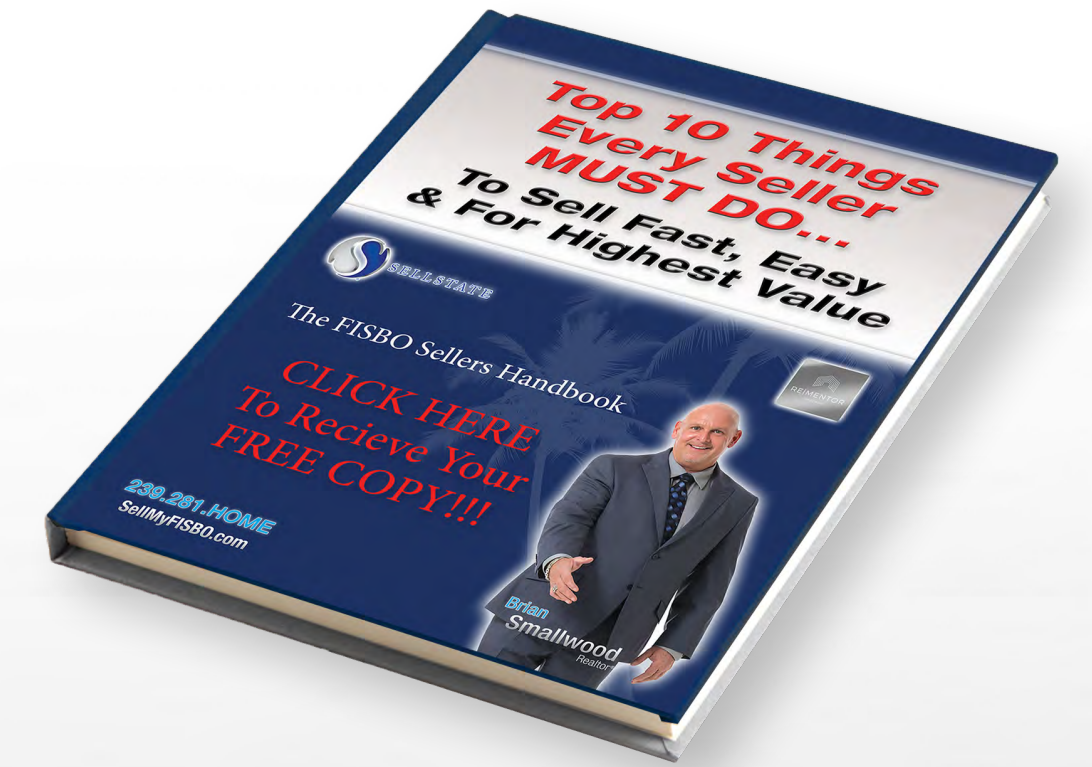
The Technology & Internet World Has Made It Important To Be In A Variety Of Different Places All At The Same Time. Just Think For A Minute All The Places “YOU ENGAGE” As A Buyer And What Gets Your Attention.

**A Sign In The Yard, Having Open Houses, Telling Your Friends,
Even Zillow - Is Becoming A Thing Of The Past.**

Today's Market Requires You To Master Integrated Marketing Practices Including:

**Web Pages, Facebook, Landing Pages, Email, Video, Matterport, TV, Magazines,
EDDM Direct Mail - All In An Integrated And Well Branded Marketing Campaign. This is Very
Complex And For Most It Can Be Very Expensive To Generate The Attention Necessary To
Bring The Right Buyer To Your Doorstep.**

Top 10 Things Every Seller Should Do:



5.) Contact & Follow-Up

LET THE PHONE CALLS BEGIN!

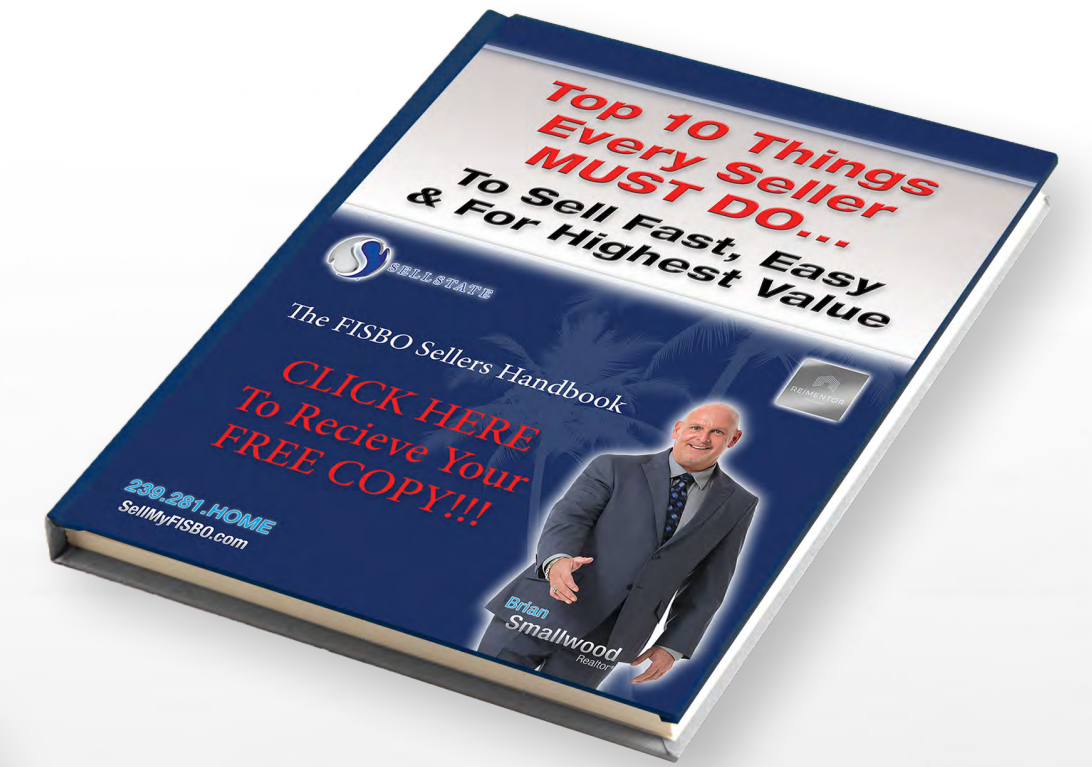
Isn't This What You Want - Or So You Think? Well - Likely Yes, BUT . . .
Be Prepared - Any Call Could Be "The Buyer" - But Most Will Not. Many Will Likely Be REALTORS®
You May Not Want To Disregard These Calls. After-all Some REALTORS® May Actually Be Trying To Help.

***Suggestion - You Should Buy A Throwaway Phone
(You May Have Already Discovered This.)**

But None The Less, This Is The Part You MUST GET VERY GOOD AT!

- When They First Call - That's The Point They Are Most Interested**
- Be Ready To Answer The Calls Right Away & Take Notes**

Top 10 Things Every Seller Should Do:



5.) Contact & Follow-Up (cont.)

LET THE PHONE CALLS BEGIN!

- Handling These Calls Can Be Somewhat Of An Art. In Any Case You'll Need To Make Sure You Capture As Much Information As You Can About The Buyers Interest And Motivations Toward Your Property.
- You'll Need The Obvious, Name, Address, Phone Numbers, Emails and A Reason To Stay In Touch.
 - Even Though The Calls May Be At The Time The Buyers Are Most Interested They're Still, Not Likely Prepared At This Stage To Make Offers.
 - They Will Need More Information Before They Are Ready To Decide About Making Offers.
- So You Will Need A Make Sure You Have A Way To Stay In Touch!

Top 10 Things Every Seller Should Do:



6.) Stay In Touch

So They've Called Once ... They Expressed Interest ...

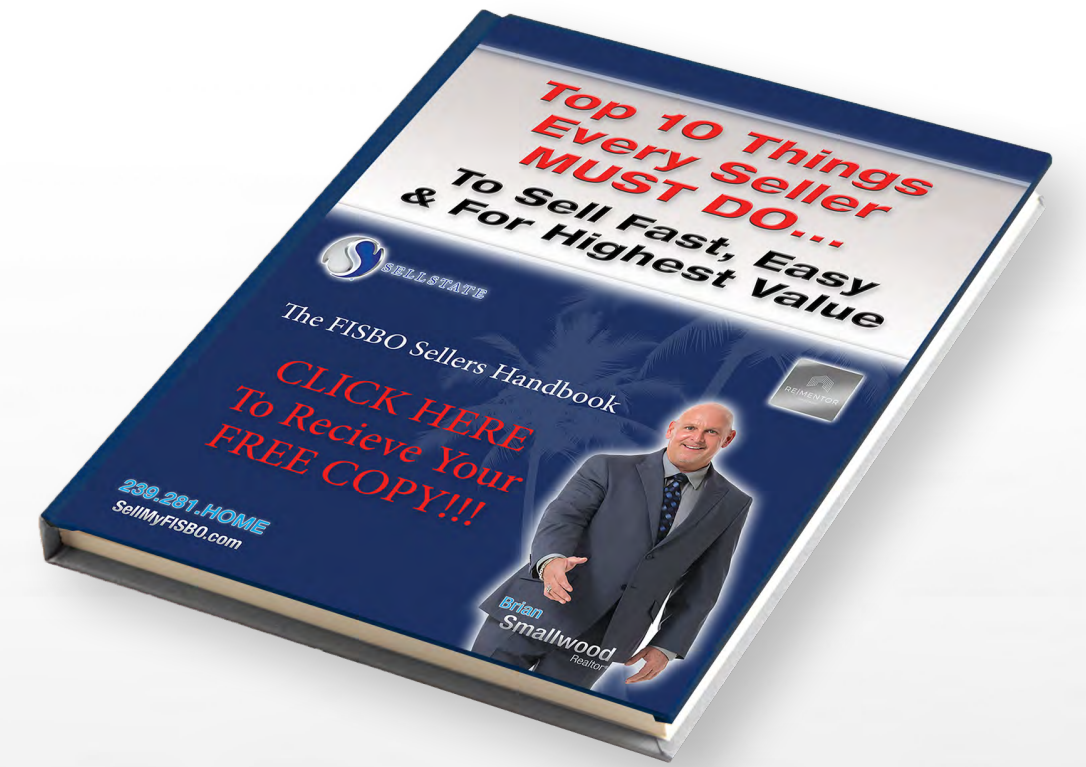
**BUT DON'T EXPECT THEM TO CALL YOU BACK. They WON'T!
NOW THIS IS WHERE IT'S ALL UP TO YOU TO KEEP THEIR INTEREST IN YOUR HOME!**

**So Knowing This How Will You Accomplish This Goal?
You Could Call Them Every Week ... And Yes, That Is Important Too!
But, You Need A Way To Continually Entice Them.**

**A Way To Consistently Feed Them Bits Of Information, That Keeps Their Interest In Your Home.
Getting Them To Make An Offer Is Often A Lengthy Process Of Multiple Contacts, Emails, Websites And Other
Marketing Materials That Keeps Their Attention.**

There Are No Shortcuts, Each Item Above IS VITAL TO YOUR SUCCESS IN THE SELLING OF YOUR HOME!

Top 10 Things Every Seller Should Do:



7.) How To Determine A Buyers Sincere Interest

This One Can Be Very Tricky, After All It Often Seems Like A Game Of 20 Questions. But These Questions Need To Be Answered To Help You Determine A Buyers Sincere Interest And Capability To Buy.

You Will Need To Know Things Like ...

When Do They Plan To Purchase? How Do They Intend To Pay? Cash Or Finance? Do They Have A Lender? Is It FHA? VA Loan? Conventional Finance? How Much Will They Be Putting Down? What Kind Of Payments Can They Afford? Do They Need To Sell A House First? Are They Local Or Moving From Long Distance? These Are Just A Few Of The Questions Necessary To Answer And Help You Determine The Likelihood And Potential Of Each Individual Prospect.

Acquiring The Above Information Is Not An Easy Task, Potential Buyers Often Do Not Feel Comfortable To Share This With Sellers. *But When Working With A REALTOR® Buyers Do Understand This Is Part Of The Process And Are More Willing To Share This Information.*

Top 10 Things Every Seller Should Do:



8.) Getting Them To Make An Offer

**The Closer You Get To The Offer Process, The Harder Things Might Become!
So Be Prepared.**

**You Will Have To Ask Them To Buy, And Likely You'll Have To Ask More Than Once.
And When They Do Offer Don't Expect That It Will Be That "Magic Number" You Were Hoping For!
This Is Where The Process Of Haggling Begins.**

**When This Part Is Handled Correctly, It Will Likely Result In A Completed Sale.
When Handled Incorrectly, This Is Where Deals Can Fall Apart.**

Top 10 Things Every Seller Should Do:



9.) Completing The Transaction & Calculating Costs

You Should Decide Early On ...

- Which Contracts You Will Consider (Example “AS IS” OR FARBAR - OR Other Types Of Contracts) Keeping In Mind, The Language Of Each Contract Says Many Different Things - **That Can Greatly Affect The Actual Net Value** Of The Offer Price.
 - Who Will Handle Escrow • Who Is Paying For Various Inspections (FHA & VA, Have Special Guidelines)
- Who Should Pay Doc Stamps (Owed By Seller) • Who Will Pay Title Insurance (This Varies) • Who Will Be Responsible For Other Closing Costs - Such As Title Search • Who Is Responsible For Documentation & Preparation Fees • Who Is Responsible For Surveys & Appraisals • **Will You - or - Should You** Have The Help Of A REALTOR® And/Or An Attorney's Review • Any Other Details That May Be Specific To Your Contract.

**Handling Of The Money And Legal Aspects, Are Very Important Steps,
Now Being On The “Home Stretch”. Any Complications Could Still Set Things Off Track.
Having These Figured Out Early On Will Enhance The Overall Process, Especially - For You The Seller.**

Top 10 Things Every Seller Should Do:



9.) Completing The Transaction & Calculating Costs (cont.)

EVERY REAL ESTATE TRANSACTION Includes A Multitude Of Financial & Legal Obligations. Only After All Aspects Have Been Considered And Before Making Your Final Decisions, All Documents Need To Be Reviewed Closely.

A Real Estate Transaction Is The Largest Cash Transaction That Most People Will Handle In Their Lifetime And It Shouldn't Be Taken Lightly.

You Need To Decide Early On Which Vendors Will Assist Through This Process. This Will Help Tremendously, Rather Than Waiting And Potentially Disrupting An Offer In Process. We Have Many Relationships With Proven Vendors To Assist You
Call For Details.

Top 10 Things Every Seller Should Do:



10.) Know When To Say Yes Or When To Say No

Know Your Bottom Line!

This Statement May Seem Simple ... But Calculating And Clearly Understanding All The Expenses That Are Associated To A Real Estate Transaction Can Be Confusing As To Who Pays What, And How This Affects Your

**Net, Net, Net
Bottom Line.**

There Will Be No Way To Go Back On This Once An Offer Has Been Agreed. With Our Help & Experience We Help You Determine The Correct Numbers. You Will Never Be In A Situation Where You Could Have Said YES But Said NO Simply Because You Didn't KNOW The Correct Bottom Line - Net, Net, Net (Money In Your Pocket).



**Make Sure To Keep My Number
Handy For Any Questions
That Might Arise Throughout The Process.**

Questions Are Always Answered For FREE!

So Feel Free To Call Us Anytime!!!

239.281.HOME (4663)



SELLSTATE

REALTOR® Brian Smallwood P.A.

*“Specializing To Help You - **The FISBO**”*