

# **FOR SALE BY OWNER SYSTEM**

By Mark W. McKee

You know that you can get a lot of listings from working FSBO's. You also know that it is usually frustrating, embarrassing, and tedious.

Chances are that you've probably given up working FSBO's in any kind of organized, consistent way because you simply don't like the grind you have to go through.

Who can blame you? Going head-to-head with FSBO's on a regular basis using old-fashioned techniques is a sure ticket to exasperation and burn out.

## **THERE IS A BETTER WAY!**

A way to get positive results from FSBO's *without* all of the headaches and grief!

Before we go any further, let's address a very important question:

### ***Why should we even bother with FSBO's?***

Well, the fact is that FSBO's as a group are such attractive targets for real estate agents, that it just doesn't make sense to ignore them.

Let's take a closer look.

What do we know about FSBO's? It is pretty much the same in all markets, and in all price ranges.

We know four main things about the FSBO.

- 1) They own a home.**
- 2) They want to sell it.**
- 3) In most areas, unless they have it priced below market or have some kind of special financing, they will not be successful in selling it on their own.**
- 4) 90% of the serious ones will end up listing with an agent.**

Go ahead, read number 4 again.

Do you think that this is a group that we should maybe pay a little attention to if our goal is to get lots of listings?

SAY YES.

Yes if done right. Yes if done smart.

In order to get the most out of the system, you need to really understand the FSBO.

So what are these FSBO's thinking? Lets take a look inside the brain of a FSBO to see what is really going on in there.

First off, why would someone want to try to sell their home themselves instead of hiring an agent to handle all the details for them? There are a few minor reasons, but by far the single biggest reason is to save paying that huge commission!

On a \$150,000 house an average commission is around \$10,000. To the FSBO, that is a ton of money! In the FSBO's mind they see more money for the down payment on their next home, that dream vacation, a new boat, a way to pay off some bills, etc.

They think that for just a little work – putting a sign in the yard, and showing people through the house, they can possibly pocket a big extra chunk of change.

The typical FSBO consists of two parts: husband and wife. Often, one spouse will want to hire a professional, and the other wants to do it on their own. So what do they do? They compromise. One spouse says “All right, we'll try it your way for 45 days, but if it's not sold by then we are getting an agent.”

Some even go FSBO because they don't know any agents. (They sure will within 48 hours of putting up a FSBO sign in their yard!)

**Remember, 90% of the serious FSBO's end up listing with an agent.**

The overwhelming odds (at least in most markets) are that their home will not sell. They eventually grow frustrated with all of the bogus calls from people who just bought a “No Money Down” course from a late night infomercial, appointments that don't show, and the relentless badgering from real estate agents.

That's when they throw in the towel and list with an agent.

*That agent should be you... and it will be if you know the right way to work them!*

So what is the smart way??? The smart way is NOT doing what everyone else does.... Telling them that they won't be successful, bragging about how great you are, and all the reasons why they should hire you.

This is just rubbing it in their face that you think they are idiots for trying to sell it themselves. This is NOT the way to get people to like you or want to work with you.

The best way to work FSBO's is using Response-Generating Marketing to get them to call you. I have listed hundreds of FSBO's who all called me by using the principles of RGM with letters, postcards, door hangers, flyers, val-pak coupons, etc.

There are some sample ads included for you that you can adapt to any of the above formats, or even run in a For Sale By Owner homes magazine. Simply change the size and layout to fit - it's easy after a while.

There is also a 3-step letter program to mail to FSBO's offering the FREE report. I have everyone on my staff, and even friends and relatives jotting down the address of any FSBO that they see. (Of course, I do the same.) I have even offered delivery people who are out in the streets all the time \$2 for each address they give me.

All of the materials are at the end of this section.

For those of you who just love to get on the phone, there is a way to call FSBO's and get appointments without ending up feeling beat-up and bloody.

You know that the lure or bait that we often use in the lead generation two-step ads is a "Free Special Report".

A free report can also be used when calling FSBO's in a way that you won't feel like you are begging or badgering them and you will set yourself apart from the masses of other agents.

The technique is to call them and say something like this:

*"May I speak with the owner of the home for sale please."*

This is the owner.

*“This is Super Agent with Super Realty tell me - have you sold your home yet?”*

No, we haven’t sold it yet, and we are not listing with an agent.

*“I understand that. Let me ask you this, are you cooperating with real estate agents - by that I mean if an agent brought you a qualified buyer at a price acceptable to you, would you be willing to pay at least a partial commission?”*

Well, we might pay a couple percent.

*“Great. My office is currently working with a lot of qualified buyers, and over the years we have sold a lot of for sale by owner homes on a partial commission basis. What I need to do is stop by your home to take a quick look to see if it matches up with the needs of any of our current buyers. It will only take 10 or 15 minutes, and I will not be trying to pressure you to list or anything like that. In fact, I have a new special report called **“How to sell your home yourself, for the highest possible price, without paying a big commission”**. It is very informative and I will bring a free copy to leave with you when I stop by. I can stop by this afternoon or tomorrow morning, which is best for your schedule?”*

I will be home this afternoon.

*“Wonderful! I will stop by between 3:00 and 4:30. What is the address there? And your name...”*

**That’s it. It is really simple to get a FSBO appointment!**

Remember: 90% of serious FSBO’s end up listing with an agent!

Regarding the “partial commission” thing:

No, I am not interested in taking listings at a reduced commission. That is not the goal whatsoever. In fact, I consistently ask for and get one percent higher commission than most of the agents in my area. However, over the years I have sold quite a few FSBO’s and received about half of a full commission (the same amount I would have got selling another agent’s listing).

The purpose of asking the FSBO if they are willing to pay a “reduced commission” is simply to get a solid, no BS reason to go to their house.

If they answer “yes” that they are willing to pay at least some commission, it’s only logical that you would need to stop by to take a quick look at the house to see if it is right for any of your buyers.

If you (or your office) are working with at least a couple of buyers, this approach is totally honest and straightforward. Don’t be like a lot of agents who say “I have a buyer for your home” when they really don’t. This is totally lame! The FSBO will see right through your charade pretty quick when your “buyer” doesn’t materialize.

## **Be Different!**

*And be totally honest!!*

Most every other agent is going to try to tell the FSBO how great they are, how great their company is, and that selling a home yourself is foolish. They provide no benefits to the FSBO, and actually turn the FSBO against them.

*THERE IS A BETTER WAY!*

Believe it or not, the best, most successful way to deal with FSBO’s is to try to help them sell it themselves.

Some of you may be thinking that I have lost my mind.... but it is true. The key is to position yourself as a helpful information provider, a resource that they can call for advice without any obligation.

This is the opposite of a self-centered, greedy salesperson who only cares about getting a commission check, which is exactly how most agents unwittingly portray themselves!

You may feel a bit weird at first when you shift your mindset over to helping the FSBO instead of hounding. Some of your fellow agents may make nasty faces at you. (That’s alright, because they will probably try to copy you once they realize how many listings you are getting!)

Don't worry, you will get used to it quick, especially the no-pressure, friendly, high results aspects!

**Remember: 90% of FSBO's end up listing with an agent!**

They probably won't be successful in selling the home themselves, but occasionally they are. But don't despair if this happens.

The few FSBO's that I gave free information and advice to that did sell successfully on their own turned out to be some of my biggest referral sources. So even if they do sell on their own, you'll probably get at least a referral or two for your efforts.

When you go out on the appointment and give them the free special report, sample forms and checklists, etc. without pressuring and twisting their arm to list, you will be different than 99% of the other agents. They'll actually end up feeling a little bit obligated to you... it's human nature. When someone gives you something, you naturally feel obligated to give something back. It's called the principle of reciprocity.

Reciprocity can be very powerful. To see it in action, go to an airport and watch the Hare Krishna religious group. What they do is first hand people something (a flower, booklet, etc.), and then ask for a donation. Even though the gift is of little or no real value, they get a ton more donations than they otherwise would.

**Remember: 90% of serious FSBO's end up listing with an agent!**

(Why do I keep reminding you that 90% of serious FSBO's end up listing with an agent? Do you think it has anything to do with being persistent, following up, and making lots of money?? Say yes.)

The life span of the average FSBO is about 4 weeks. Of course it varies widely, but from the time they first put the sign in the yard or ad in the paper to the time they sign a listing with an agent is about 4 weeks.

You need to play it their way... slow and sure.

You'll usually end up a loser if you try to "slam" most FSBO's.

My FSBO system is a low key, non-pressure introduction with free helpful information – followed by an *aggressive follow-up system*.

I'm certainly not saying that if you get to a FSBO and they say, "*We're tired of this, can you just list the house for us?*" you shouldn't be prepared and ready to list it.

All people are different, and it depends on their motivation, and how long they have been trying to sell it on their own before you meet up with them. You need to pay attention and "feel them out".

It does happen sometimes, but by and large, FSBO's usually don't list on the first appointment. That's why the low pressure approach with a systematic follow-up system will have them playing into your hand most every time.

## **THE FSBO APPOINTMENT**

The FSBO appointment is unlike any other in real estate. You really never know exactly what you are going to find when you get there, so you need to be prepared for anything.

You might be there for 5 minutes, or you may end up listing it on the spot and be there for an hour or more. While with most other types of appointments I always set a firm appointment time, you'll notice that in the FSBO script I try to allow myself a "window" of 90 minutes or so. This allows me to group several FSBO appointments together and not worry so much about the timing.

As for the actual mechanics of the meeting, it goes like this:

I show up with a smile, and take a quick tour of the home. Then I ask them three basic questions, usually standing in their kitchen. **Why** they are selling, **when** they need to move, and **what** they are going to do if it doesn't sell. You can make a pretty good assessment of their overall situation from the answers to these three questions.

**Remember: 90% of serious FSBO's end up listing with an agent!**

I then say exactly this: "*Mr./Mrs. Seller, I appreciate you letting me stop by. As I promised, here is your complimentary copy of the special report **"How To Sell Your Home Yourself, For The Highest Possible Price, Without Paying A Big Commission"**.*"

*"You know Mr./Mrs. Seller, I stop by for sale by owners like yourself for two main reasons. First, you mentioned that you would be willing to pay at least a partial commission, so I wanted to be familiar with the home in case it matches the needs of*

*any of the buyers we work with. Of course, my first obligation is to the sellers who have their homes listed with me, but it is always nice to have “back-ups” if none of my listings are right for a buyer. While most agents only show listed properties, over the years I have sold quite a few for sale by owner homes.”*

*“The second reason I stop by is, quite frankly, I know that statistically about 90% of all for sale by owners end up listing with an agent. Now I’m not saying that you will end up listing, but if your situation changes and you decide to interview agents, I would love to have an opportunity to show you my marketing plan and all of the things I do to get homes sold fast and for top dollar. Is that fair?”*

They always say yes.

I turn to head for the door, then stop and say, *“I also have for you a free computerized market analysis of your neighborhood that you may find helpful”.*

I hand it to them and say, *“By the way, would it be O.K. if I checked back with you occasionally?”*

They always say yes.

I then thank them, and tell them to call me if I can help them with anything, and hit the road!

Average first FSBO appointment: 15 minutes.

Many times they will start asking questions, and I am there longer. I always have a full listing presentation with me, just in case they are hot and ready to move forward.

**Never overstay your welcome!!** If they don’t have any questions I leave fast, because I don’t want them to feel pressured in any way, and I’ve got other things to do!

Using this softer approach, I have had many FSBO’s follow me to the door saying *“Wait just a minute. Can you tell me more about....”* Often when they don’t feel threatened, and you are totally straight with them, they will open up to you much more. This can help you build a solid rapport quickly.

**Remember: 90% of all serious FSBO’s end up listing with an agent!**

What if the FSBO asks you point blank: “Why are you giving me all this information? What’s the catch?”

I respond, *“There really is no catch. I believe in being totally honest and up front with everyone. I make my living by helping people buy and sell homes, that’s no secret. So if down the road you get tired of trying to sell it yourself, of course I would be interested in handling it for you. But as you can see, I’m not here to try to pressure you in any way. I give out the free information because I know that if you are successful in selling it yourself, you may remember my being helpful and straightforward and use my services in the future or refer others to me. If you do decide down the road to list with an agent, I know that you’ll probably remember that I was helpful and different from all the other agents, and at least give me a chance to interview for the job. That’s all. Does that make sense?”*

They always nod and say yes. Honesty is always the best policy!

If they show interest in maybe giving up on the FSBO game and listing with an agent, there are lots of things you can say to them... but only if they open the door for it by asking about details of listing with you or ask how things would be different if the house was listed.

**Here’s a few realities that you can make them aware of:**

*“Mr./Mrs. Seller, I understand why you might want to try to sell the home on your own, the thought of saving the commission is sure appealing. Unfortunately, the cards are stacked against you, and here’s why:*

*“When someone wants to buy a house, they have two basic options. They can either use a real estate agent (at no cost to them) who will use computer technology to zero in on homes that match their needs, map everything out, and put them in their nice car and chauffeur them around to view all the properties, **OR**, they can do all of the leg work themselves”.*

*“If you think about it, why would a buyer want to go through the hassle of doing it all themselves? Because they feel that they are doing the job of the real estate agent, so they should save the amount of the commission!! Why else would the buyer do all the work themselves unless they thought it would save them some money?”*

*“It has been proven in many studies that buyers who shop from for sale by owners deduct the amount of the commission plus another 2% when they make an offer! So on one hand you have the seller, who the only reason they are trying to sell it on their*

*own is to save the commission, and on the other hand the buyer, who the only reason that they are shopping from a for sale by owner is to save the commission! Both buyer and seller can't save the same commission!"*

**Remember: 90% of serious FSBO's end up listing with an agent!**

Here are some more things you can say to them:

*"There are four main types of home buyers, and it's important to know a little about each type".*

***TYPE ONE: FIRST TIME HOMEBUYERS*** - *This type has never bought a home before, and they are a little unsure of themselves. They need someone to hold their hand and guide them through the process. They are an important group of buyers, and they almost always use a real estate agent.*

***TYPE TWO: RELOCATION BUYERS*** - *This type is moving in from out of town, so they are unfamiliar with the areas, schools, neighborhoods, values, etc. They need someone who knows the area well to assist them. They almost always use a real estate agent.*

***TYPE THREE: MOVE UP BUYERS*** - *This type already owns a home, and wants to buy a more expensive one. They are usually busy with work, and don't have time to drive around looking for signs or get out a magnifying glass to sort through small classified ads. They want to have homes that meet their criteria ready to look at, and have all the details handled for them. They don't have time to waste, so they almost always use a real estate agent.*

***TYPE FOUR: INVESTORS AND BARGAIN HUNTERS*** – *This type is looking for a great deal. They aren't emotionally involved with any particular property, it's all just numbers. This group includes the people who just bought a "no money down" course from a late night infomercial that tells them to call on for sale by owners. They ask if you have an assumable loan or will carry the mortgage yourself. They want a below market price, and unfortunately for owners like yourself who are trying to sell themselves, this is the type of buyers that you attract most.*

*"So you can see why it is difficult to sell on your own. While the odds are against you, it is by no means impossible. I'm not trying to say that you can't do it. People do it all the time, but it takes a lot of time and energy and it's not as easy as it seems."*

**Here's an angle that is very powerful, but you have to be mighty careful with it.**

This can show the FSBO real quick that they don't have a clue what they are doing, but it can also backfire and make you look like a smart ass. Use it with caution!

*"Mr./Mrs. Seller, lets pretend that I am a buyer."*

Then look them right in the eye and say:

*"I want to buy your house. I am ready to sign right now."*

They will probably look at you, then look at each other with a blank look on their face.

*"Don't you have a contract or something for me to sign as the buyer? I mean, aren't you supposed to have some paperwork?"*

They will usually look a little flushed as the blunt realization that they are not at all prepared for the task of selling their home permeates their body.

Finally, while I don't recommend scare tactics, you may want to ask who will be answering the calls and handling the showings. People are not always who they appear to be, and safety is a very real issue. Many of them may want to think twice about parading a bunch of strangers through their house.

There are a lot of whacked out people in this world, and you can never be too careful. If you think I'm exaggerating, simply turn on the news any night or read the paper.

After the appointment, they get put into my automated FSBO follow-up program. It is all computerized, and it consists of letters, postcards and phone calls in a timed sequence. This makes sure that nothing falls through the cracks.

A sample of my FSBO follow-up program that you can use is included. I cant stress enough how much more productive you can be when you computerize and automate. Everyday when the computer is turned on it makes a list of exactly what to send to who.

You can have an assistant handle all of this, or you can easily do it yourself.

The important thing is to remember the critical importance of following up. In fact, read the section in this book about follow-up again.

It does take a little time to get the system set up and running smoothly. But you will get paid back for the time you invest many times over with all of the commission checks from the FSBO's that you're going to list and sell!

**Remember: 90% of all serious FSBO's end up listing with an agent!**

## SAMPLE FSBO POSTCARDS

### **A Powerful New Special Report Is Yours FREE For The Asking!**

The report explains in detail exactly what you need to do to sell your home fast and for top dollar... and do it *yourself without hiring an agent!* The report is titled:

**“How to Sell Your Home Yourself, For The Highest Possible Price,  
And Avoid Paying A Big Commission!”**

The 6-step selling process covered in the report will show you everything you need to know – from understanding the market to closing and moving! To get your FREE copy of this informative report at no cost or obligation, simply call **toll-free 24 hours (800) XXX-XXXX for a free recorded message.** Don't delay – it is your hard earned money on the line.

*Compliments Super Agent, Super Realty Co.*

### **Sell Your Home Yourself – *Without* Paying A Big Real Estate Commission!**

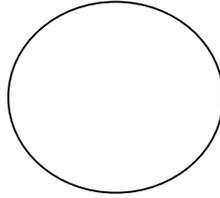
A new Special Report is available that explains in detail exactly what you need to do to sell your home fast and for top dollar... and do it *yourself without hiring an agent!* The report is titled:

**“How to Sell Your Home Yourself, For The Highest Possible Price,  
And Avoid Paying A Big Commission!”**

The 6-step selling process covered in the report will show you everything you need to know – from understanding the market to closing and moving! To get your FREE copy of this informative report at no cost or obligation, simply call **toll-free 24 hours (800) XXX-XXXX for a free recorded message.** Don't delay – it is your hard earned money on the line.

*Compliments Super Agent, Super Realty Co.*

## SAMPLE FSBO DOOR HANGER



### **SELLING YOURSELF? Don't Sign A Binding Sales Agreement Until You Read This Free Report First!**

A new special report is available that explains in detail how to avoid the common mistakes that cost home sellers thousands of dollars, and sell your home fast and for top dollar... and do it yourself without hiring a real estate agent! The report is titled:

**“How To Sell Your Home Yourself, For The Highest Possible Price, And Avoid Paying A Big Commission!”**

The 6-step home selling process covered in the report shows you everything you need to know – from understanding the market to closing and moving!

Yes, I am a real estate agent, but not like most of the you'll meet. My business is based on providing helpful information, NOT pressure and sales pitches.

To get your own FREE copy of this informative report at no cost or obligation, simply call **toll-free 24 hours (800) XXX-XXXX for a free recorded message**. Don't delay – it is your hard earned money on the line!

*Compliments of Super Agent, Super Realty Co.*

**SAMPLE FSBO TARGET LETTER #1**

(Send to FSBO's by mail to offer Free Report)

# **A Powerful New Special Report Is Yours FREE For The Asking!**

Dear \_\_\_\_\_ ,

I noticed that you were selling your home on your own, and I wanted to tell you about a new FREE Special Report that can save you a fortune! The report is titled:

**“How To Sell Your Home Yourself, For The Highest Possible Price, And Avoid Paying A Big Commission!”**

The report explains in detail how to avoid the common mistakes that cost home sellers thousands of dollars, and how to sell your home fast and for the highest possible price... and do it yourself *without* hiring a real estate agent!

The 6-step home selling process covered in the report will explain everything you need to know – from understanding the market conditions to closing and moving!

*This report is available to you at absolutely no cost or obligation!*

Yes, I am a real estate agent, but I am not like most of them that you'll run into. My business is based on helping people and providing valuable information, NOT pressure and sales pitches.

To get your FREE copy of this informative report mailed to you at no cost or obligation, simply **call toll-free 24 hours (800) XXX-XXXX for a free recorded message.**

Good Luck,

Super Agent

P.S. Don't sign a binding sales agreement until you read this report first!!

**SAMPLE FSBO TARGET LETTER #2**

(Send 7 days after letter #1 if no response)

**-Second Notice-**

**Your FREE Special Report Is Still  
Waiting For You!**

Dear \_\_\_\_\_ ,

I wrote to you a week or so ago about a free special report that is reserved for you. Since I haven't heard from you, I am writing you again, because I figured you may have misplaced my last letter or simply got busy and forgot to call. The Special Report is titled:

**“How To Sell Your Home Yourself, For The Highest Possible Price, And Avoid Paying A Big Commission!”**

It is filled with valuable information that can save you thousands of dollars and help you avoid common home selling traps that can cost you a fortune. The 6-step home selling process explained in the report will tell you more than even some real estate agents know!

Yes, I am a real estate agent, but I am not like most of them that you'll run into. My business is based on helping people and providing valuable information, NOT pressure and sales pitches.

To get your FREE copy of this informative report mailed to you at no cost or obligation, simply **call toll-free 24 hours (800) XXX-XXXX for a free recorded message.**

Good Luck,

Super Agent

P.S. Don't make a serious mistake that could cost you a fortune!!

**SAMPLE FSBO TARGET LETTER #3**

(Send 7 days after letter #2 if no response)

**-Final Notice-**

**Last Chance For You To Get The  
Valuable FREE Special Report!**

Dear \_\_\_\_\_ ,

I contacted you by mail a couple of times to offer you a FREE copy of the informative report titled:

**“How To Sell Your Home Yourself, For The Highest Possible Price, And Avoid Paying A Big Commission!”**

Perhaps you missed my earlier letter, or have just been busy, so I thought I would contact you one final time.

The report is filled with valuable information that can save you thousands of dollars and help you avoid common home selling traps that can cost you a fortune. The 6-step home selling process explained in the report will tell you more than even some real estate agents know!

Yes, I am a real estate agent, but I am not like most of them that you'll run into. My business is based on helping people and providing valuable information, NOT pressure and sales pitches.

Sincerely,

Super Agent

P.S. To get your FREE copy of this informative report mailed to you at no cost or obligation, simply **call toll-free 24 hours (800) XXX-XXXX for a free recorded message.** You'll be glad you did!

## **SAMPLE FSBO FOLLOW-UP SEQUENCE**

(For people who now have the special report)

<b><u>STEP</u></b>	<b><u>DAY</u></b>	<b><u>DESCRIPTION</u></b>
1	1	Letter #1 (If you met them)
2	5	Phone call #1 <u>AND</u> Send item*
3	10	Send item*
4	15	Send item*
5	20	Phone call #2 <u>AND</u> Send item*
6	25	Send item*
7	30	Phone call #3 <u>AND</u> Send item*
8	35	Send item*
9	40	Send item*
10	45	Phone call #4

\*See next page

**SPECIAL NOTE:** If you have buyer specialists, it makes a great impression if you have them call and stop by the FSBO within a day or two of your first meeting to preview the home!

## **Special Notes About Sample FSBO Follow-Up Sequence**

It doesn't matter exactly what item\* that you send them, as long as it is something useful and non-salesy. The key is to constantly stay in touch and keep your name in front of them as "the friendly helpful person". Send the items with a short note saying something like: "Thought you might find this useful. Call if I can be of assistance".

Remember that most all sales are made after the 5<sup>th</sup> contact, and only 10% of all agents ever make it past the 4<sup>th</sup> contact! So just by keeping in touch your odds are 100 times better than someone who only contacts them once or twice.

It is very important to put everything into your automated computer system so that you are told exactly what to do everyday – so that you don't forget or fall behind. When you stay on top of it, it doesn't take much time and your results will skyrocket.

Will every one of the FSBO's end up listing with you? Of course not. But a lot of them will!

Examples of items\* that you can give/send to FSBO:

- Sample purchase contract
- Sample counter offer
- Sample property disclosure form and info on disclosure laws
- Sample cost sheet
- Sample lead base paint form
- Sample walk-through form
- For sale sign
- Yard info box
- Sample brochure
- A stack of pictures of their home to be used on brochures
- Utility expense sheet
- Guest register for showings
- Use of one of your 800 hotline voice boxes
- Showing/preparation tips
- Updated market analysis/comparables
- Another copy of FSBO report
- Article reprint
- Financing sheet on their home for buyers (from lender)
- List of homes for them to drive buy (If they'll be buying again in the area)

## SAMPLE FSBO FOLLOW-UP LETTER

Dear \_\_\_\_\_ ,

Thank you for taking the time to show me your home. I will keep it in mind while working with my buyers.

As I mentioned before, please feel free to call me anytime you have a question or need assistance - be it with setting the right price, preparing a contract, or getting financing for a buyer.

I am always happy to help, regardless of whether you hire me, another agent, or successfully sell on your own.

Happy Selling,

Super Agent

P.S. My direct phone number is (XXX) XXX-XXXX in case you ever need to reach me in the evening or on a weekend.

## SAMPLE FSBO FOLLOW-UP PHONE CALLS

All of the FSBO follow-up calls are about the same. The main thing is just to stay in touch so that you are on the top of their mind when they are ready to list. Just don't get too pushy or sound like a typical salesperson.

Be sure to tell them about any new changes in the local real estate market (like interest rate changes, business openings or closures, zoning changes, etc.)

A typical follow-up call would go something like this:

*"Hi Mr./Mrs. FSBO, this is Super Agent with Super Realty. I am the agent that gave(sent) you the special report about how to sell your home fast and for top dollar, and I just wanted to see if you had any questions or anything that I could help you with?"*

After you build a rapport, a call might go:

*"Hi, it's Super Agent. I hope you have found the information I have been sending you helpful. How is everything going? Have you had many showings? Any offers? Is there anything that I can help you with today? O.K. just let me know if I can help."*

If they show signs of frustration or otherwise open the door for you, say:

*"Sounds like we should sit down and look at your options..."*

Or

*"I have a good plan for getting your home sold. Why don't we sit down and go over it – no obligation, of course."*

If your rapport gets strong enough, you can try saying in a joking manner:

*"So when are we going to put your home on the market and get the full marketing plan in action?"*

Everyone is a little different, just get a feel for them and act accordingly.

**The Main tool used in the FSBO System is the FREE Special Report.**

**Here it is!**

*Inside This Special Report...*

# **“How To Sell Your Home Yourself, For The Highest Possible Price, And Avoid Paying A Big Commission!”**

Dear Homeseller,

Like thousands of other homeowners, you want to sell your house. Except unlike most of them, you want to sell it yourself, without the use of a real estate agent.

Why? Probably because you want to save the commission.

Sure! Why not. I can't blame you one bit. The thought of saving thousands of dollars certainly is appealing.

I'm not like most real estate agents that will try to convince you that selling your home yourself is silly. In fact, if you are willing to learn the process, and invest the time and money to do it, you can sell your home yourself, and save thousands of dollars in real estate agent's commissions.

## **THIS REPORT WILL SHOW YOU HOW, STEP BY STEP!!**

The techniques and suggestions in this report are not just some random ideas thrown together. They have been tested and proven over many years and thousands of successful sales.

This report is organized, and right to the point. Everything you need to know is here, but there's not a lot of fluff thrown in that would waste your time (You'll need every minute to work on the sale)!

Before we get started, I know that you may be thinking:

*“Hey, wait a minute, why in the world would a real estate agent want to show me how to sell my home myself?”*

It does seem a little odd, but there is a perfectly logical explanation.

I mentioned before that I am not like most other agents you’ll meet. I know that what goes around comes around.

I will do everything I can to assist you so that you can achieve your goal of selling your home yourself, and there is absolutely no obligation.

**Here is the reason why:**

The facts are that nearly 90% of all the people that put their home up for sale by themselves eventually end up listing with an agent.

If your situation changes and you decide to list with an agent, I hope that you will allow me to show you my marketing plans and that you will at least consider me for the job.

If you are successful selling your home yourself (and your chances are excellent with the tips in this report), experience has proven to me that you may remember the help that I provided and give my name to others who might need my services.

In fact, I get more referrals from people who were successful selling on their own than the ones who end up listing. So I actually hope that you do achieve your goal and sell it!

No matter what happens, though, it’s OK with me. I know that in the long run if I help enough people to get what they want, I will get what I want... which is to make a good living providing top-notch service to my clients.

So there you have it, pure and simple.

Now let’s move on to the real task at hand... ***getting your home sold!!***

You can sell your home yourself, without listing it with a real estate agent.

Lots of work needs to be done, which means that you need to do the work of the agent. If you're willing to put in the effort and learn the process that top agents use, your chances of success will increase greatly.

First off, you need to adopt a business attitude about the entire situation. Homeowners are often quite emotional about their homes, and it can prevent them from making rational decisions when selling.

They reminisce about all of the holiday get togethers, back yard barbecues, and how the family grew together in the home.

Potential buyers are not interested in nor effected by your emotional attachments to your home.

Potential buyers are not looking to buy your home, they are looking to buy a *house* that they can make into their home.

You must put your emotions aside and realize that you are going to have to make a dollars and cents business transaction.

Studies have shown that homesellers want three main things:

- 1) To sell their home for the highest possible price,**
- 2) Within the time frame they need,**
- 3) With the least amount of hassle and inconvenience.**

If you are like most sellers, you probably want the same things. Only since you are selling it yourself, you are willing to give up some on number three, because you are going to have to take on the work that a real estate agent would normally do.

Yes, that's right.

**YOU MUST DO THE JOB OF THE REAL ESTATE AGENT!**

It can be a very overwhelming task, so the best way to tackle it is to learn and understand the six-step home selling process:

**Step 1 - Understanding Market Conditions And Pricing Your Home**

**Step 2 - Calculating Your Bottom Line**

**Step 3 - Preparing Your Home For Sale**

**Step 4 - Marketing And Showing Your Home**

**Step 5 - Negotiation And Contract**

**Step 6 - Closing And Moving**

Let's get right to it, and examine the six steps in closer detail!

**Step 1 - Understanding Market Conditions And Pricing Your Home**

This is by far the most important, yet most often misunderstood step.

Failure to understand the market and properly price your home is the single biggest factor that will cause it to NOT SELL for top dollar and sit unsold for months on end!

To make sure that this doesn't happen to you, you must first focus on two main areas:

- 1) CURRENT MARKET CONDITIONS
- 2) YOUR TIME REQUIREMENTS

Let's look at how current market conditions can affect selling and pricing.

Suppose that there were very few homes on the market for sale, and a large amount of eager buyers. What would that do to prices?

That's right, they would go up. This is referred to as a seller's market.

Conversely, if there were very few buyers and lots of eager sellers, what would that do to prices?

Sure, they would go down. That would be a buyer's market.

It is the basic laws of supply and demand.

Of course, that is a very simple example. Your local market may be at one of the extremes, or anywhere in between. You must consider things like interest rates, new home sales, and local economic factors such as large businesses opening or closing, etc.

To properly analyze your current market conditions, you will need to research homes *currently available, under contract, and recently sold* in your area.

There are several ways to get information on homes that have sold.

The first way is to do the research yourself. The sales prices of homes that have sold and closed is public record, so you can go to your county or city records office and dig for all of the information. I don't know exactly how long it would take, but don't make any other plans that day!

Many title companies will provide you with data on sold homes. Most will do this for free, to entice you to use them for your title insurance policy.

To get the most complete information, give me a call. With the click of a few buttons on my computer, I can have a complete computerized market analysis of your area (including available, under contract, and closed homes, average price per square foot, average days on market, etc.) printed out in a matter of minutes.

I will be happy to bring it over for you, with absolutely no obligation, sales pitch, or pressure to list.

Once you have the market information on homes in your area, take some time and drive around the area, stopping in front of the homes on your list. Make notes about the appearance and other details of the homes.

If any of the available homes are having an open house, take a look inside. Be up front with the owner or agent, and tell them, “We live in the area and are planning to sell our home ourselves. Do you mind if we take a quick look?”

This driving around is an important step, because it gets you more familiar with the market, and will help you make a more objective decision on pricing your home.

Next, sit down at the table and review the data and make honest, unbiased comparisons based on criteria such as:

- SIZE
- AGE
- BEDROOMS
- BATHS
- POOL/SPA
- BASEMENT
- GARAGE
- VIEW
- LOT SIZE
- OTHER FEATURES AND UPGRADES

Start by taking a brief look at the homes that are currently available for sale. The purpose of looking at the availables is to get a feel for what other people in your area are asking, NOT to use the information to base your price on.

A seller can ask any price for their home, regardless of what it is really worth. Many of the available homes are priced in “dreamland”. These prices DO NOT reflect the realities of the market. In fact, professional appraisers can not use available prices at all when appraising a house, only closed sales within the past six months.

Now move on to the pending and closed sales. This is the real bottom line, where the “rubber meets the road”. It is the hard reality - what buyer’s were willing to pay and what seller’s were willing to sell for in a free, open market.

Study the closed sales. The first thing you may discover is that the actual sales price of the neighbor's home that sold 2 months ago is less than what they told you when you saw them out in the driveway. *Imagine that!*

Identify the homes that are similar to yours, ones that are nearly the same size, style, etc. Then look for items that are different like a remodeled kitchen, pool, finished basement, etc. and make adjustments.

DO NOT make the mistake of thinking that maintenance items can be considered as improvements that increase value. Things such as a new roof or new heating/cooling unit are really maintenance items.

While these items may make your home sell faster, they typically do not add much to the potential asking price of the home. After all, a buyer will expect a home to have a roof that doesn't leak and a properly functioning heating/cooling unit.

For example, let's say that there are 4 homes like yours that have recently sold, priced at \$166,500, \$169,900, \$179,000, and \$183,900. The home at \$183,900 has some extra features that yours doesn't, but yours is superior to the one that sold for \$166,500. Overall, the two other homes are pretty close to yours.

This gives you a current price range of \$169,900 to \$179,000. Now all you have to do is pick a price within this range!

Once you determine the proper price range for your home, how quickly you want to sell will dictate whether you price at the lower or higher ends of the price range.

This is where your own time requirements come into play.

Your own personal situation will have some effect on the price you ask for your home. It is easy to see that if you needed to sell your home within 4 days, you would have to price it lower than if you had 4 months to sell it.

If you were not in a major rush, but still wanted a sale in a reasonable amount of time, you might decide on an asking price of \$175,000.

If you are still having difficulty determining the proper price for your home, you can call me for assistance (no obligation, of course), or hire a fee appraiser which you can find listed in the phone book.

It is natural for every homeowner to have a certain “pride of ownership” and to think that their home should be worth more than the one down the street. This is where you must be objective, and try to take your emotional attachments to your home out of the situation.

You must be reasonable. Unless you are in a total sellers market, if you price your home too high IT WILL NOT SELL!! It will sit on the market for months on end, getting the reputation of a “problem property”.

People will assume that since the home has not sold, there must be something wrong with it. They will start to avoid it like the plague!

Even if you then drop the price, the damage is already done... the stigma is there, and you may need to drop the price even further to entice skeptical buyers.

### **DO NOT FALL INTO THIS TRAP!**

Improper pricing is the single biggest mistake that sellers make. Don't let this happen to you. Make sure that you set a reasonable price for your home right from the start.

### **Step 2 - Calculating Your Bottom Line**

Once you have determined a fair market price for your home, you can calculate your bottom line. This is the amount that you will net (get a check for) after paying all of the expenses associated with selling a home.

Remember, by selling your home yourself, the only cost you avoid is the real estate agent's commission. You will still have to pay all of the other closing costs, just like any other seller.

Closing costs vary from area to area and also depend on how each individual contract is structured. The following are items that you may need to deduct from your sales price to determine your net proceeds:

- **MORTGAGES OR LOANS** - Any first, second, etc. loans, or mortgages. Also any liens that occurred if you used your home as collateral. Call or write your lender and ask for the amount to pay the loan in full (often not the same as the principal balance).
- **LOAN DISCOUNT POINTS** – In many areas it is customary for the seller to pay points on the buyers loan. This is negotiable, except on certain government loans. One point is equal to one percent of the loan amount (not sales price). For example, if the sales price was \$175,000, and the buyer put a 10% down payment of \$17,500, the loan amount would be \$157,500. One discount point would be \$1,575, two points \$3,150, etc.
- **PRORATED INTEREST** – Mortgage interest is generally charged in arrears. This means that when you make your July payment, you are actually paying interest for June. So if your home sale closes on July 26<sup>th</sup>, you will still owe interest for 26 days even though you already made your payment on July 1<sup>st</sup>.
- **BUYERS CLOSING COSTS** – Many buyers will ask the seller to pay part or all of their closing costs. On some government loans it is required by law that the seller pay them. These costs can include, but are not limited to: loan application fees, credit report, loan origination fee (usually 1% of the loan amount), loan discount points, title, escrow, and attorney's fees, funding fees, tax service, mortgage insurance premiums, and impounds for taxes, insurance, and interest.
- **ATTORNEY FEES** – Everyone loves lawyers!
- **ESCROW FEES** – Escrow companies are disinterested third parties that hold funds, handle paperwork, and make sure that all necessary conditions are **met** before releasing money or transferring title.
- **TRANSFER TAXES/CHARGES** – Transfer fees are often charged by state or local governments as a way to increase revenue. They vary widely, and are often based on a percentage of the sales price.

- **APPRAISAL FEES** – If the buyer is obtaining new financing for the purchase, the lender will require a professional appraisal on the house. This is another negotiable item, but is often paid by the seller in some areas.
- **TERMITE INSPECTIONS** – Required on some government loans, and requested by many buyers.
- **STRUCTURAL/GENERAL INSPECTIONS** – Professional independent inspection services are required by law in some areas and often requested by buyers to make them more confident about the purchase.
- **TITLE INSURANCE FEES** – Title insurance protects the buyer and lender against issues of improper ownership or transfer. The title insurance company will research the title to make sure there are no liens, judgements, or clouds on the title that would effect the ownership rights.
- **HOMEOWNER ASSOCIATION FEES** – If the area has a HOA, chances are that there will be a fee to transfer from one owner to the next.
- **PREPAYMENT PENALTIES** – Many private and some conventional loans have specific monetary penalties if the loan is paid off prior to a certain date.
- **RECONVEYANCE FEES** – This fee may be charged by an attorney or escrow company to clear off the lien on the title when your existing loan is paid off at closing.
- **FAILURE TO NOTIFY PENALTIES** – Some government lenders can charge one extra months interest if you fail to notify them at least 30 days in advance of your intent to pay off the loan.
- **ASSUMPTION FEES** – Loans that are being assumed by the buyer often have an assumption fee charged by the lender.
- **HOME WARRANTY COVERAGE** – Depending on the plan, a home warranty covers items in the house (plumbing, electrical, appliances, etc.) for a period of usually one year.

For a list of specific charges, you can contact a title/escrow office, mortgage lender, or a real estate attorney. Of course, I would be happy to provide you with a net proceeds analysis at *no cost or obligation*.

After completing the first two steps in the process, it is entirely possible that you may decide not to sell after all. Perhaps the market values are not what you had thought, and you won't be able to net enough money on the sale to be able to accomplish your next goal.

The important thing is to accept the realities of the market. If the timing isn't right for you, it isn't right!

### **Step 3 - Preparing Your Home For Sale**

Properly preparing your home for sale can make the difference between a quick sale at full price, and a home that sits unsold for months... even after several price reductions.

The first order of business is to forget your emotional attachment to your home and look at it through the eyes of a potential buyer. Be impartial, and recognize the weaknesses of your home.

How does it stack up?

Remember, potential buyers are going to be viewing lots of other homes, and if yours doesn't stand out, it will be much more difficult to sell.

Buyers buy what they see. **If what they see is dirty, messy, and worn looking, you don't stand a chance.**

It's just like if you were going to sell your car. The first thing you would do is clean and "detail" the car inside and out. Your house is no different!!

With a mental picture of a model home in your mind, make an "attack list" of items to be completed on your home. It may be a short or long list, depending on the condition of your home, but keep in mind that all your efforts now will pay off big on closing day.

The objective is to make your home appear well maintained, spacious, organized and clean. Many factors such as how light it is, the colors, sounds and smell subtly effect the buyers impression of your home.

Start by walking out to the middle of the street and take a good, focused look at the overall appearance of the exterior of your home. Good “curb appeal” will make the critical proper first impression. Remember, if a home is unattractive from the outside, buyers won’t bother to see the inside!

This means well groomed, healthy looking lawn, trees, shrubs, and flower beds.

Check your driveway and clean any oil stains with cleaning solutions, and move any old vehicles, trailers, or boats off the premises to a storage facility.

Replace or repair any loose or missing roof shingles or tiles.

If needed, replace or repaint the mailbox.

Your front door is a focal point of potential buyers. Make sure it is scrubbed clean or completely refinished if necessary.

Fix any broken windows or screens.

Completely repainting the exterior of your home may be necessary if it is peeling or blistering, but often simply doing the trim, window sashes, shutters, and garage door is sufficient.

Remove any political or other signs.

Now do the same to the side and rear yards. Remove all debris, junk, and clutter. Clean and neatly arrange any lawn furniture, barbecues, etc.

Next move to the inside of your home.

Begin with a complete, top to bottom, military-style scrubbing of every room, nook and cranny. Be especially diligent in the kitchen and bathrooms, which should pass the white glove test. Clean houses sell!

Attack the garage and basement, if you have them. Now is the time to get rid of any old junk, and clean and organize everything else.

If the interior hasn't been painted in several years, you should probably go ahead and do it. A fresh coat of white or off-white paint will make the place look bigger and lighter, and give it a "new" smell. It doesn't cost that much, and makes a big difference in buyer perception. If not, do a thorough job of touch-up painting.

Have the carpet cleaned. If it is worn, replace it. This is a fairly big cost, but it makes a huge difference in how the home shows. You should more than make up for the expense with a faster sale at a higher price.

Install the highest intensity bulbs allowable in all the light fixtures. This will make the rooms appear larger, brighter, and more cheerful.

Clean all windows and curtains/blinds.

Clean out the closets to make them look bigger. Store out of season clothes elsewhere and neatly arrange what's left.

Too much clutter will make a home feel small and disorganized. Move out excess furniture, especially worn or outdated items, and take down pictures that hide the walls. Clean off the magnets from the refrigerator, and box up any other clutter-causing nick knacks.

Clean all the heating/cooling system vents, and replace the filters.

Fix or replace all of the little things that you have been meaning to get to. Make sure that everything is working properly (toilets, appliances, doorbell, etc.)

If you have lived in your home for a while, by the time you finish with your attack list you will probably have truckloads of stuff to either sell, give away to charity, or take to the dump. Your motto should be: **"If in doubt, move it out"!!**

Consider having a huge garage sale. Not only will you reduce the clutter in your home, but you can use the proceeds to pay for some of your touch-ups and repairs. Plus, movers charge by the pound, so you'll save there too!

Make sure that your cars are clean as well. It all adds to the impression that you are people that take good care of your things.

If you smoke, DO NOT SMOKE IN THE HOUSE!! A smoky smelling house turns buyers off faster than nuclear waste, *even buyers who smoke themselves!*

If you have smoked in the house much, you will probably need to paint the interior, and have the carpets, drapes, and furniture deep cleaned.

This brings us to pets. While household pets may be nice for everyday living, they are one of your worst enemies when it's time to sell.

If you have pets, you'll have pet odors, whether you notice them or not. About 25% of prospective buyers will not consider a home with pets in it - either because they have allergies, or simply think it is dirty. Plus, a dog barking, sniffing, and scratching hardly makes a potential buyer feel relaxed and comfortable.

If at all possible, see if a neighbor, friend, or relative will take the animal until the home is sold. I know you may be quite attached to your pet and this may be a touchy subject, but it's up to you if you want a sale for top dollar.

It can be a lot of work, but it will be worth it. Clean, organized, clutter-free homes are always the first to sell!

#### **Step 4 - Marketing And Showing Your Home**

Now that your home is ready, it's time to find some interested buyers to show it to. The effort required to attract potential purchasers depends on the current market conditions in your area.

If you are in the midst of a sellers market where there is a shortage of homes for sale, simply throwing a FOR SALE sign out in the yard can produce a frenzy of activity.

Unfortunately, most markets are nowhere near that good, so you better plan on putting in some long hours. You are competing with all of the other homes for sale, and the competition is often fierce.

The first step in your marketing plan is to put up a for sale sign in the front yard. Before you run down to the corner drug store, keep in mind that a cheap, flimsy looking sign does not convey the quality image that you want. Invest some money in a nice looking, quality sign that will last longer than the first rain storm.

It should be at least as nice as the ones that the real estate agents use. Call some sign painters and get some bids.

Next, put together a professional looking brochure that communicates all of the features and benefits of your home. Include a nice picture of your home and touch on such items as proximity to schools, shopping, major transportation routes, major employers, and recreation areas.

Also cover neighborhood amenities, age, appearance, condition, bedrooms, bathrooms, type and style, landscaping, garage, kitchen, family room, laundry, pool/spa, basement, etc.

Don't forget financial information such as the price, down payment, monthly payment, year round utility expenses, property taxes, what items are included in **the** sale (such as appliances, shelving, etc.), and of course, directions to the house along with your name, address, and phone number.

A representative from a local mortgage company should be willing to provide you with all of the information you'll need regarding loan programs, down payments, interest rates, monthly payments, etc.

With personal computers, desktop publishing is much easier than ever before. If you have access to a computer, you should be able to put together a nice looking brochure if you take your time and think it through. Please... *no junky looking flyers!*

If you can't do it yourself, sketch out a rough draft by hand and take it along with a picture of your home to a quick print shop. They should be able to fix you up fairly inexpensively.

Once you have your brochures, you need to have a weatherproof information box to put them in next to (or attached to) the yard sign. The box should read: FREE INFO - PLEASE TAKE ONE. Monitor the box and keep it full.

Also pass out the brochures to all of your friends and neighbors, pass them out at area businesses, drop some off at the relocation office of any large employers in the area, and put them up on bulletin boards wherever possible.

Now write a good, enthusiastic sounding ad to run in the newspaper. Try to make your ad stand out from the others. It is important to have an attention-getting HEADLINE such as:

“MOVING TO TEXAS”	“OUR LOSS, YOUR GAIN”
“DIVORCE FORCES SALE”	“YOU WON’T BELIEVE THIS”
“MUST SELL QUICK”	“SPACIOUS HOME NEEDS LOVING FAMILY”
“WALK TO SCHOOL”	“ENJOY PRIVACY”

Test different ads and see what the responses are. You can try running a different ad each week, or a different one in separate publications.

Focus on the benefits of your home. Don’t write a boring ad that sounds like all the others and will get lost in the crowd. Stress items such as views, quiet street, landscaping, master bedroom, kitchen, and family room.

The whole purpose of the ad is to get your phone to ring.

**THIS MEANS THAT SOMEONE NEEDS TO ANSWER IT!!**

The biggest complaint that buyers have with for sale by owners is that no one answers the phone when they call... or they get a child or babysitter that is not prepared to handle the call properly.

You are competing against professionals. You need to be home, or utilize a cellular phone, call forwarding, or pager. If a buyer can’t get through to you, they often just go on to the next ad or call a real estate agent.

Keep a copy of your brochure next to the phone, it can help you stay organized and not miss any features when callers inquire. If callers don’t want **to set an** appointment yet, offer to mail them a brochure.

Also keep a call log handy, so you will know how many calls you are getting from which ads, and to keep track of names and phone numbers.

Look into all possible avenues to market your home. Your area may have a FOR SALE BY OWNER magazine, or cable TV program, etc.

An Open House can help get your home exposed to the market. Get some directional Open House signs and place them at corners leading to your home from major streets, and one in front of your house. Make sure to check local regulations before placing signs. You also may want to run an advertisement in the newspaper, many have separate Open House sections.

I am now going to suggest an option that can add a large amount of exposure to your home and still save you half of the normal commission you would pay an agent.

Before you have a heart attack, I am not talking about listing it with an agent. You do not have to use this option, but in most markets it makes a lot of sense.

On your sign and in all of your ads, insert the words “Agents Welcome”. When agents call, tell them that you are NOT listing with an agent, but that you will be happy to pay them a 3% commission if they bring you a buyer that successfully buys your home.

This commission is about the same as an agent would make if they sold another agents listing, and a majority of homes are sold by an agent other than the listing agent.

This option can generate a lot of additional interest in your home. If an agent does end up selling it, not only will you still save a substantial amount compared to a full commission, but you will have professional assistance along the way, as well.

Once you have attracted interested buyers, it’s time to show your home. This is where all your time and effort in preparing your home will really pay off!

Before you set an appointment, make sure that the buyer is looking for what you have. If they need six bedrooms and you only have three, they probably won’t be serious about your home.

Also take a few minutes to politely “qualify” the buyer by asking questions about how long they have been on the job, do they own a home currently, have they been pre-approved for a loan by a lender, etc.

*You don't want to waste time showing your home to prospects who can't afford to buy it!*

Also, a few words of caution. People are not always who they seem, and you can never be too careful. One look at the newspaper or evening news is proof enough.

It is recommended that you ask for identification and the license number of their car prior to letting strangers into your home. Serious buyers won't mind, especially when you cheerfully tell them that it is simply a security precaution that was recommended to you.

Stash all small valuables out of sight. Even though you will try to stay with the buyers as they tour your home, you never can watch them completely.

It is probably a wise idea for women to avoid showing the home without someone else present. This is not intended to be sexist, just cautious. You decide for yourself.

### **OK, it's ShowTime!**

To get the most out of every showing, there are certain procedures you should follow, both prior to the buyers arrival and after they come in.

Shortly before the appointment, open all of the drapes and blinds and turn on all the lights, ... even in the daytime. Turn off the TV and put some soft music on low volume. Set the thermostats so that it is not too hot or cold. If you have children, send them to a friends, or put them on their best behavior.

If you still have pets in the house, get them out and freshen the air. Make sure all of the beds are made and do a quick pick-up throughout.

When the buyers arrive, your home should sell itself. Be friendly and cheerful, and try to make them feel comfortable. Hand them your brochure, and take them on a tour of the property.

Show the most appealing parts of your home first. Casually point out all of the features and benefits of your home, but don't oversell or say stupid things like "this is the kitchen".

If they are not interested, they will probably politely thank you and head for the door. Don't take it personally, the layout or something else about the house probably just doesn't fit their personal needs.

If the buyers are interested, you will know it. They will stay longer, and ask lots of questions.

*If they show serious interest, don't be afraid to suggest that they buy it!*

It's time to get a signed contract!

### **Step 5 - Negotiation And Contract**

Being familiar with the market conditions and knowing your personal motivation to sell will guide you in the negotiations.

Get a standard real estate purchase contract and make sure that you are completely familiar with it and how to fill it out. Review it with a real estate attorney if you are not comfortable.

Generally, the buyer will present you with an offer for you to consider. In most states, only written contracts for the purchase of real estate are enforceable, so make sure it is in writing, not merely verbal.

The buyer may not have the proper forms, so always make sure to have several contracts ready to go.

Starting negotiations face to face with the buyer with both of you staring at a blank page can be a bit awkward, but just keep your objectives in mind and forge ahead. Politely but firmly take control of the situation.

This is where things can get a little sticky, and you will need to have done your homework. Having a contract that is not worded properly can put you into a real hornet's nest.

Make sure to spell out every little detail in the contract. A misunderstanding (honest or otherwise), could end up costing you thousands of dollars or even tying your home up for months.

When you are presented with an offer from a buyer, you have three basic options:

- 1) Accept the offer
- 2) Reject the offer
- 3) Make a counter offer

Here is some items that you should consider when structuring an offer or deciding how to respond to an offer that is presented to you.

- ✓ PRICE
- ✓ DOWN PAYMENT
- ✓ EARNEST MONEY DEPOSIT (MINIMUM 2% OF SALES PRICE)
- ✓ IS THE BUYER PRE-APPROVED
- ✓ IS THE INTEREST RATE THEY WANT AVAILABLE
- ✓ CLOSING/POSSESSION DATES
- ✓ PRORATIONS
- ✓ LOAN DISCOUNT POINTS - WHO PAYS
- ✓ CLOSING COSTS - WHO PAYS WHAT
- ✓ APPRAISAL - WHO PAYS
- ✓ HOME PROTECTION PLAN - WHO PAYS
- ✓ INSPECTIONS - WHAT TYPE AND WHO PAYS
- ✓ ITEMS INCLUDED (WASHER/DRYER, REFRIGERATOR, ETC.)
- ✓ TITLE/ESCROW COMPANY/ATTORNEY
- ✓ CONTINGENCIES - WHAT AND HOW LONG

Contingencies may seem like a minor issue, but they can be a major stumbling block. A contingency means that something else must happen in order for the deal to go through.

A purchase may be contingent on the buyer getting approved for financing, selling the home that they already own, getting a favorable inspection report, or any number of other things.

Make the contingencies as specific as possible, and spell out exactly what will happen if the contingency is or isn't met. Also try to make them self-canceling. For example: *"If buyer does not object in writing within 14 days from acceptance of this offer, contingency shall be considered removed"*.

Spending some extra time to make sure that the contract is “clean” can save you enormous headaches down the road!

Once you have a contract mutually agreed upon and signed by all parties, take it with the buyers earnest deposit to an escrow company or real estate attorney.

### **Closing And Moving**

You are on the home stretch, almost there!! Now is not the time to get lazy or drop the ball.

Once all of the terms and conditions of the contract are agreed upon by you and the buyer, you will really need to stay on top of things on a daily basis. There are at least a hundred things that can go wrong and foul up the sale.

You will probably be dealing with a mortgage company, title company, escrow company or attorney, appraiser, and inspector, among others. Make certain that the buyers deposit check clears the bank, that their credit report and other financial information is O.K., and that all deadlines and contingencies are met.

Make darn sure that everything is in order BEFORE you start loading things into the moving truck. You don't want to have to put the house back on the market after you have moved out! Plus, once you move out, the buyer has a lot more leverage to get you to alter the contract in their favor.

Don't forget the little details like transferring the utilities out of your name, and change of address for U.S. mail and newspapers.

There you have it. If you have taken the time and energy to handle your sale properly, you will be rewarded with a nice proceeds check from the escrow company or attorneys office!

I hope you have found this report to be a valuable source of information to aid you in selling your home yourself. If you follow the tips and recommendations outlined here, you will be way ahead of most others attempting to sell their homes.

Every home sale is unique, so if you have any questions that I can help you with, please don't hesitate to call me. As I mentioned before, *I am not like most other agents!*

Any time you call me you can count on knowledgeable assistance without any obligation, pressure, gimmicks, or sales pitches.

Good luck and happy selling,

Super Agent

P.S. My direct phone number is (XXX) XXX-XXXX, in case you need to reach me in the evening or on weekends.

## **FSBO SYSTEM SUMMARY**

The key to success with FSBO's is a good low-pressure system, enthusiasm, and solid follow-up. Will all of the FSBO's list with you? Of course not. But if you follow the system consistently, a lot of them will.

Remember, the foundation for true success is always positive attitude and persistence!

### **Take Your Business To The Next Level!**

This FSBO system is just one of dozens of strategies, techniques, and systems that are included in my "**Complete Real Estate Success**" package.

This valuable package is cram-packed with tested and proven materials to help you make more money in less time. **It includes 8 different books - 736 pages in all!** There is a ton of stuff to help you get organized and make big profits. Thousands of agents all over North America and many foreign countries are using it to blast their production through the roof!

As a bonus, this FSBO System plus a bunch of forms, letters, checklists, sample ads and postcards, other Special Reports, and much more are included in Microsoft Word, so you can easily cut, paste, and personalize them in minutes!!

This package has sold like crazy for \$289 – but now, due to the miracle of the Internet **you can purchase the entire package for ONLY \$57 - an 80% discount -** and it even comes with an **Unconditional Money-Back Guarantee!**

Go to <http://www.More Closings.com> for all the exciting details... and **ROCKET to the next level of production!**

Happy Selling,  
**Mark**

mailto:Info@MarkMcKee.com