

# FOR SALE BY OWNER GUIDE

Maximizing Your Home's Potential Together

IN THIS GUIDE, YOU'LL  
DISCOVER

EVALUATE OFFERS LIKE PROS

HANDLE REPAIR REQUESTS RIGHT

PREVENT CLOSING SURPRISES

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# *Congratulations* ON TAKING CHARGE OF YOUR HOME SALE!

There's something truly admirable about homeowners who take the initiative to manage their own sale. It shows drive, resourcefulness, and a commitment to success – qualities that often lead to great results in real estate.

As someone who's guided many homeowners through successful sales, I wanted to share some valuable insights about today's market.

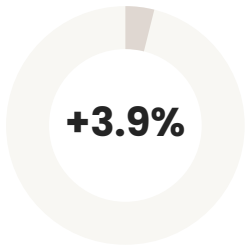
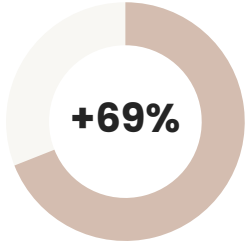
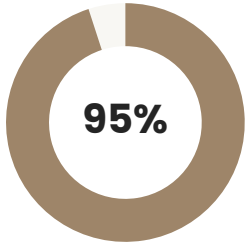
Did you know? The average home sale now involves coordination with 9-15 different professionals throughout the process - from photographers to inspectors to title companies. Being prepared for these touchpoints can help you avoid common delays in your timeline.

This guide isn't about telling you what to do – it's about sharing insider knowledge to help you make informed decisions. Think of it as having a professional in your corner, offering insights from hundreds of successful transactions.

Let's dive into what you need to know to maximize your sale potential.

# MARKETING IN TODAY'S DIGITAL WORLD

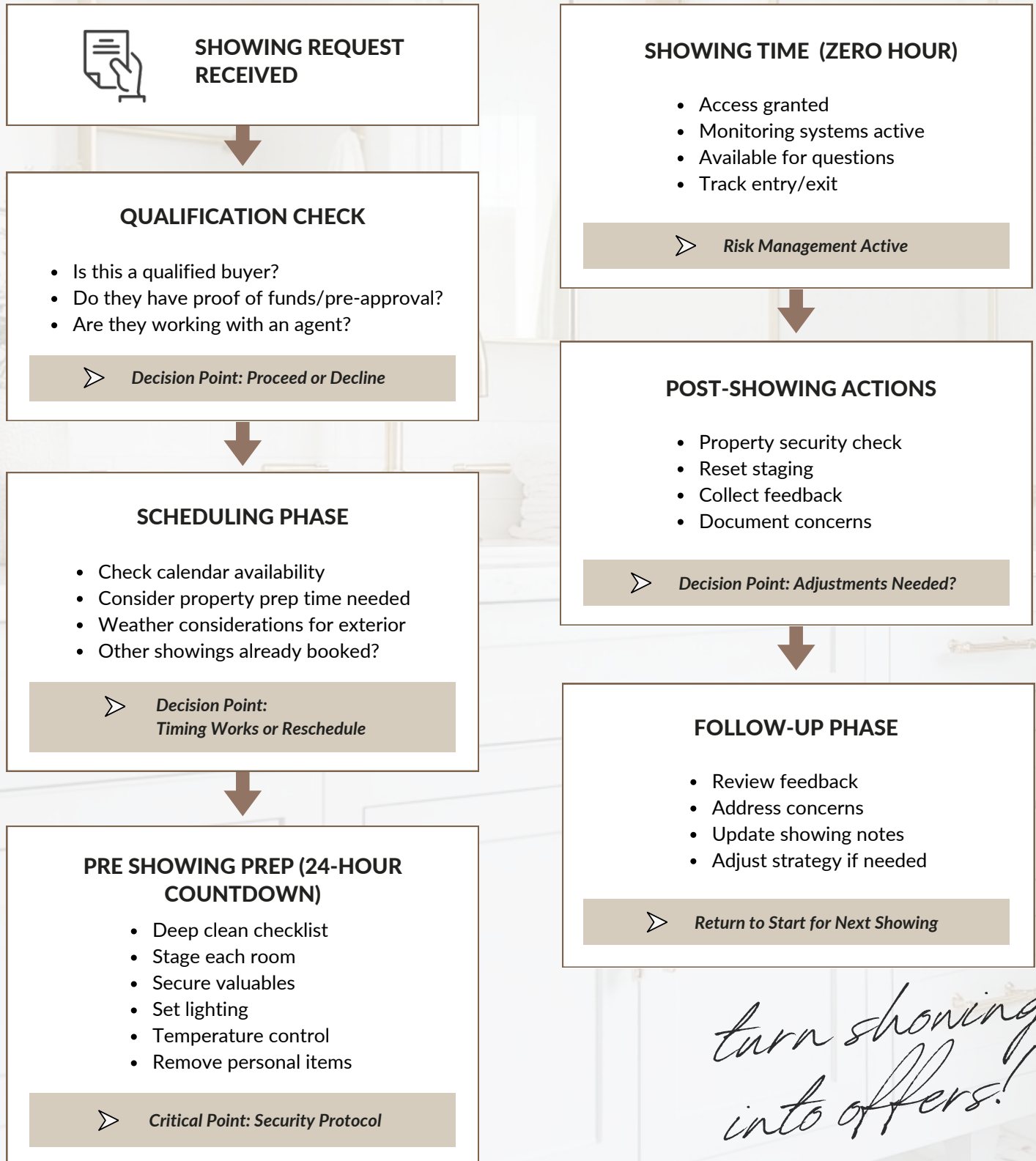
Gone are the days when a yard sign and newspaper ad could sell your home. According to National Association of Realtor's (NAR) Profile of Home Buyers and Sellers, 51% of buyers found the home they purchased online. Here's what this means for your sale:

PROFESSIONAL PHOTOGRAPH IMPACT	 <p><b>+3.9%</b></p> <p>According to Zillow Research, homes with professional photos sell for up to 3.9% more</p>	<ul style="list-style-type: none"> <li>NAR reports that quality photos are rated as the most important website feature by 87% of buyers</li> <li>Professional real estate photography typically requires scheduling 2-3 days in advance</li> <li>Weather and seasonal conditions can impact exterior photo scheduling</li> </ul>
VIRTUAL TOUR REQUIREMENTS	 <p><b>+69%</b></p> <p>According to Zillow, homes with 3D tours got 69% more website views</p>	<ul style="list-style-type: none"> <li>Virtual tours resulted in 80% more saved listings</li> <li>Most virtual tour providers require 24-48 hours for processing</li> <li>Equipment and processing fees are typically separate costs</li> </ul>
DIGITAL MARKETING PLATFORMS	 <p><b>95%</b></p> <p>NAR reports 95% of buyers use online tools in their home search</p>	<ul style="list-style-type: none"> <li>Different platforms require different image specifications and formats</li> <li>Peak home search times occur on evenings and weekends</li> <li>Each platform has unique audience engagement patterns</li> </ul>



# THE SHOWING JOURNEY

FROM REQUEST TO RESULT





# THE SHOWING PROCESS

## MORE THAN JUST OPENING YOUR DOOR

When it comes to showings, preparation and safety create success. According to the National Association of REALTORS®, today's buyers typically view 8 homes before making an offer, and 89% work with a real estate agent. This means you'll need a systematic approach to manage multiple showing requests while protecting your property and personal safety



### Qualifying Potential Buyers

Proper buyer qualification is crucial for security, but setting up professional verification systems takes time and planning:

- 24-48 hour setup time for new accounts
- Separate weekend protocols
- Regular system updates for security
- Integration with scheduling platforms



### Setting Up Your Showing System

Creating a showing management system sounds simple until you're juggling multiple requests for the same time slot or trying to coordinate last-minute showings on a Sunday afternoon. You'll need to consider:

- Time Management
- Property prep time between showings
- Cleaning and staging reset
- Securing valuables and documents
- Pet accommodation plans if applicable



### Feedback Collection

Getting honest feedback from buyers is crucial but often challenging. Without a systematic approach, you might miss crucial insights about:

- Pricing perceptions
- Property condition concerns
- Competitive property comparisons
- Buyer objections that could be easily addressed



### Security Protocols

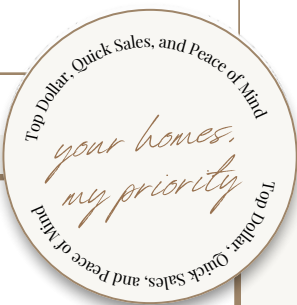
Your home insurance policy might not cover incidents during showings - a detail many sellers don't discover until it's too late. Consider these security essentials:

- Access control systems
- Video recording compliance with state laws
- Visitor documentation requirements
- Emergency response plans



## PRO INSIGHT

Most serious buyers expect to book showings with 24-hour notice, but you'll need a plan for handling those urgent showing requests that often come in during evenings and weekends - times when many service providers are unavailable.





# NEGOTIATION REALITIES

## YOUR FIRST OFFER HAS ARRIVED

You've done it - after several showings, you've received your first offer! This is an exciting moment, but also where things get complex. According to NAR's latest data, while homes typically sell for 98.1% of their last listed price, that final number often comes after multiple rounds of negotiation and careful contract evaluation.

Let's walk through what happens next...



### FIRST 24 HOURS: INITIAL OFFER REVIEW

Your immediate focus might be on the price, but experienced negotiators know to look for:

- Financing type and down payment amount
- Proposed closing timeline
- Contingency clauses
- Earnest money offered

### THINK LIKE A BUYER

Understanding your buyer's position reveals negotiation leverage:

- Are they selling another home?
- What's their closing timeline preference?
- Have they made other offers?
- What's their financing situation





## REALITY CHECK!

Even a full-price offer can end up costing you money if the contract terms aren't structured correctly. Here's what to watch for:

# The Hidden Costs

### CONSIDER HOW THESE TERMS AFFECT YOUR BOTTOM LINE:

- Extended closing periods (2-3 months of holding costs)
- Repair allowances and inspection terms
- Title policy requirements
- Survey costs
- HOA transfer fees



### PRO INSIGHT

The most successful negotiations often aren't about price at all. According to NAR, 27% of failed contracts result from appraisal issues, while 47% fall apart during inspections. Structuring your initial response to protect against these common pitfalls is crucial.

## Common Pitfall Scenario:

Imagine accepting a great offer price, only to have the buyer request \$20,000 in repairs after inspection. Without proper contract protections in place, you might be forced to either make the repairs or risk losing the buyer and starting over - now with a property that's been on the market longer and has known issues that must be disclosed.



# THE INSPECTION PROCESS

## THE REPAIR REQUESTS ARRIVE...

The offer was accepted, the inspection is complete, and now you're facing a list of repair requests. According to NAR, this is where 47% of deals face their biggest hurdles. Here's what you need to know.

## What To Expect?

### YOU'LL LIKELY RECEIVE

- ✓ A repair request form or amendment
- ✓ List of items the buyer wants addressed
- ✓ Deadline for your response
- ✓ Possibly partial inspection details

### THE CHALLENGE:

Without seeing the full inspection report, you'll need to:

- Evaluate requests without context
- Determine repair severity
- Get accurate contractor bids
- Negotiate without full information
- Make quick decisions

### YOUR RESPONSE OPTIONS:

- |   |  |
|---|--|
| <input type="checkbox"/> Agree to repairs         | <input type="checkbox"/> Request more information  |
| <input type="checkbox"/> Offer credit instead     | <input type="checkbox"/> Counter with alternatives |
| <input type="checkbox"/> Decline with explanation |  |

### TIME PRESSURE

Quick decisions are required, but rushing costs money:

- Most contracts allow only 5-7 days for response
- Emergency contractor rates can double costs
- Partial information can lead to poor decisions
- Documentation is crucial for protection



### PRO INSIGHT

Repair requests often include a mix of legitimate issues and wish-list items. Knowing how to differentiate between true defects and typical home maintenance can save thousands in unnecessary costs.

# THE CLOSING COUNTDOWN

REPAIRS NEGOTIATED... NOW WHAT?

The hard part is over, right? Not quite. While getting through inspection requests is a major milestone, the closing process brings its own set of challenges. Let's peek behind the curtain at what's coming in the next 30-45 days.

## Your New Timeline Masters:

**YOUR CLOSING DATE MIGHT BE SET, BUT  
YOU'RE NOW WORKING ON EVERYONE  
ELSE'S SCHEDULE**



- The Buyer's Lender
- Title Company
- Appraisal Department
- Survey Company
- Insurance Providers
- Home Owners Association



# Key Milestones You Don't Control

Day 30-45: Appraisal Results	Day 25-35: Title Search	Day 20-30: Survey Requirements
➤ Most lenders won't even order the appraisal until after inspections are resolved. Low appraisal? Back to negotiations.	➤ Every sale needs a clear title. Old liens, incorrect legal descriptions, or missing documents can add weeks to your timeline.	➤ Did you know? Many lenders now require new surveys, even if you have a recent one. Survey companies are often booked weeks out.
Day 15-20: Insurance Requirements		Day 5-10: Closing Disclosure Review
➤ Surprise insurance requirements can emerge late in the process. One missing document can delay closing by days or weeks		➤ Federal law requires specific timing for buyer review periods. Miss a deadline? Add 3 more days to your timeline.



## BEHIND THE SCENES:

While you're waiting, up to 15 different professionals are all working to coordinate your closing.

**One missed deadline or document can impact the entire timeline.**

***Pro Insight:** Most closing delays aren't caused by major issues, but by missing documents or missed deadlines that could have been prevented with proper planning.*

## COMMON CLOSING SURPRISES

- Lender requires repairs completed before funding
- Last-minute insurance requirements
- Unexpected liens appear
- Survey reveals encroachment issues
- HOA documents delay closing

# YOUR REAL ESTATE RESOURCE

## THE ROAD AHEAD...

The offer was accepted, the inspection is complete, and now you're facing a list of repair requests. According to NAR, this is where 47% of deals face their biggest hurdles. Here's what you need to know.

### WHAT SETS SUCCESSFUL SALES APART

- Organized documentation and timelines
- Strong negotiation strategies
- Clear communication systems
- Quick response protocols
- Market trend awareness





WANT TO BOUNCE IDEAS AROUND?

## Contact us if you have any questions.

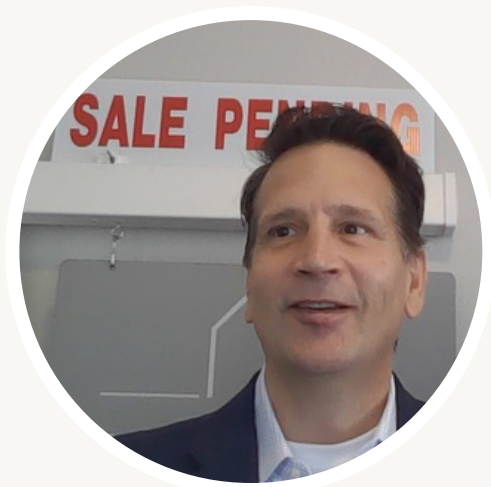
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I respect your choice to sell on your own, and I know you've put a lot of thought into this decision. If you'd like to grab coffee and discuss your specific situation, I'm happy to share what I've learned from my years in this market as an investor, agent and broker. No pressure, no sales pitch - just an open conversation about your goals and any questions you might have about the process ahead.

Sometimes having someone to talk through scenarios with can make all the difference in getting the outcome you want.



**In the meantime,** I'll keep an eye out for buyers who might be interested in your property. I work with qualified buyers every day, and if I come across someone looking for a home like yours, I'll be sure to send them your way.



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*follow on* |   