

For Sale By Owner Resources



This information is not warranted or guaranteed or intended to be legal, health, medical, financial, tax, investment, real estate or professional advice, but merely conveys general information and ideas. Please consult an attorney or other professional for advice.

Informational Package

- Your Open House
- Pricing Your House to Sell
- Preparing Your Home
- Exterior & Interior Checklist
- Your Yard Sign
- Financial Information & Fact Sheet
- Tracking Potential Buyers (Log & Guest Books)
- How to Write Your Ad
- Showing Your Home
- Negotiating
- Expenses You May Incur
- Important Contacts

Your Open House

The disadvantage for most For Sale By Owner (FSBO), is that they can not **pre-qualify the buyers in advance**. However with our support you can send interested parties to our website to do a simple application in order to receive a pre-qualification letter by one of our Loan Officers who specialize in Mortgage Loans. This will help you stay in control of your time, and who comes to see your home.

<https://neighborscu.ficslpo.com/> (responses within 24 – 48 hours)

Establish Guidelines/Rules:

- Never allow more than one buyer/couple inside your home at the same time.
- Keep your doors locked at all times and post note on the door letting other buyers know you are currently busy showing them home and to please sign in (using your guest book) and patiently wait. This secures there are no risks of crowds of strangers in your home unsupervised. Don't worry about offending people. If they are a serious buyers they will wait. The safety of you and your home must come first.

Pricing Your Home to Sell

Pricing your home correctly will ensure that you will be successful in selling it. Keep in mind your goal is saving on commission but, what's your buyers goal? The answer is to get a good deal. That's why pricing your home accurately is important because a buyer will move on to using an agent and will get the luxury of the Multiple Listing Service (MLS) for free.

- **UTILIZE THE INTERNET TO GET YOUR HOME A COMPETITIVE MARKET ANALYSIS LISTING PRICE**
 - Use the ValueCheck feature on our website at <http://www.neighborscu.org/home/homeloans>

Preparing Your Home

There are certain things you can do to increase your chances of selling your home. Do as many as possible, and remember you only have one chance to make a good first impression.

- **FIRST IMPRESSIONS-** Keep the interior and exterior for your home neat and clean. Lawns and shrubs should be well-trimmed to give a well-maintained appearance.
- **CLEAN WINDOWS-** Sparkling windows with your best curtains, drapes or blinds continue the perception of a well-maintained home.
- **REDECORATION-** If any part of your home needs redecoration badly, do so only if economically feasible. Remember you want to get back the money you put in.
- **SPARKLING KITCHEN & BATHROOMS-** These are the most important areas to buyers. Apply fresh caulk around the tub and shower. Clean and make it sparkle and shine.
- **TURN ON LIGHTS-** Bright rooms appear larger.
- **CLEAN BASEMENT-** Cluttered basements retain dampness and the smell of mildew leads buyers to think of water problems even when none exists.
- **EMPTY CLOSETS-** Cluttered closets stuffed from top to bottom tell prospective buyers your home's closet space may be inadequate. Move items to the attic or storage room, or have a yard sale.
- **CHILDREN & PETS-** Make other arrangements for children and pets, so that they are not present when the buyer arrives.
- **PLAY SOFT MUSIC-** Ambiance is important. Playing music is soothing to the buyer at a low volume in background. Be sure to turn off the television because it will distract the buyers.
- **VANILLA OR CINNAMON IN THE OVEN-** Pour vanilla extract on a cookie sheet and warm the oven to produce the sweet smell of cookies.

Exterior & Interior Checklist

USE A CHECKLIST FOR HOUSE REPAIRS TO ASSURE YOU MEET YOUR GOALS

Your checklist should include:

- The House
- The Lawn & Garden
- Garage & Driveway
- Other Observations
- The Kitchen
- Bathrooms
- Bedrooms
- Other Rooms

Your Yard Sign

The yard sign is a must. It gives your home added exposure. Prospective buyers interested in your neighborhood are already driving around. Without a sign, they will not know your home is for sale, and you risk losing a buyer for your home. An info box is a great tool to go with your yard sign. You will need to create a flyer with pictures and details about your house.

FUN FACTS:

- More homes are sold from signs than from any other source.
- Purchasing your sign is important because by making it you risk looking inexperienced.

YARD SIGNS AND INFO BOXES MAY BE FOUND AT LOCAL HOME IMPROVEMENT STORES OR ONLINE.

Financial Information & Fact Sheet

Financial Information:

We have created an example of our payment analysis form. This has become an expected tool used by agents these days to insure your buyer is not only sold on your home, but their financial payment obligation needed to buy your home.

The Analysis Forms Shows:

1. Monthly PITI (principal/interest/taxes/insurance) Payments
2. Interest Rate
3. Length of Mortgage
4. Down Payment

(All can be completed off your asking/listing price)

Fact Sheet (example below):

This is comparable to what the MLS provides, but will be a useful selling tool to hand out to interested buyers.

Price:	\$185,000.00		
Address:	4745 Mexico Rd Saint Peters, MO 63376		
Owner Name:	John & Elizabeth Stewart		
Phone:	555-555-5555		
Town:	Saint Peters	County:	Saint Charles
Subdivision:	St. Charles Square	Taxes:	1900 in 2013
Style:	Ranch	Stories:	1
Age:	5 years	Lot Size:	100X100
Bedrooms:	3	Sq. Footage:	2,800
Baths:	2	Garage:	1
Central Air:	YES	Basement:	Full/Finished
Water Heater:	Gas	Water:	Public
Heat:	Gas Forces Air	Sewer:	Public

Tracking Potential Buyers

Your Log Book:

Create a log book to list those who have called about your listing. This record will help you track that you only show your home to individuals who are intending on making an offer and not curious lookers.

Your Guest Book:

Create a log book to track your seriously potential buyers. This way you have a quick contact reference with their name and phone number, as well as to see comments made on the home to help you know what is needed for improvements.

How to Write Your Ad

The first thing to identify is the buyers who are suited for your home.

- **Single Individual**

Usually unmarried, they will want a home near many activities. Since they live alone, most prefer condos and townhomes.

- **Families**

The majority of buyers are families. They are interested in good schools, activities for the kids and safe neighborhoods.

- **Active Seniors**

Usually 55 or older looking for homes that are maintenance free with plenty of activities around. One story condos and ranch home are preferred among this group.

The goal of the ad is to get prospective buyers to call you for an appointment. Therefore, make sure the ad has the following: Headline, Town, Square Footage, Style Type, Number of Bedrooms, Number of Baths, Special Features, Sales Price and Phone Number.

Showing Your Home

Start your tour outside by pointing out all the recent improvements such as a new roof, landscaping, siding, windows, etc. Depending on how your exterior checklist looks, you may want to give the buyer a copy. Try to see the expression on their faces by walking backwards or stopping to talk.

- Be sure to turn on all lights to make the rooms appear bigger
- Don't walk inside the smaller rooms such as bedrooms or baths
- Don't stand in the middle of any room
- Encourage buyers to open closets and cabinets

During the tour, watch for buying signals such as:

- Discussion on how furniture will be placed in a room
- Complimenting various areas of the home
- Asking a lot of questions
- Smiling

Helpful Tips:

- If the buyer asks "Is this included?" Simply respond by saying, "Would you like it included?"
- Ask closing questions to wrap up by asking "Would you like to see any of the rooms again?" or "Do you feel this home meets your needs?"

Negotiating

Negotiating is the hardest part for many FSBOs. Initially, just focus on showing your home and asking questions to determine if your home meets the buyers needs.

Here are some terms to include in your sales agreement:

- Ask for a \$1,000.00 deposit from the buyer
- Have your title company set up a deposit to hold your buyers deposit. (Cashiers checks only)

Set a date for certain contingencies to meet, such as:

- Mortgage commitments between 30-60 days
- Home inspections
- Termite inspections
- Home sale contingency – no more than 30 days

Be sure to follow-up, making sure all contingencies are met. Otherwise your closing date may be postponed.

Expenses You May Incur

Pre-Closing Costs:

- Sign for the front yard
- Newspaper advertising
- Home improvements/repairs

Closing Costs:

- Attorney's fee
- Transfer tax
- Required repairs resulting from home inspections or insect damage

Important Contacts

Financial Institution:

Neighbors Credit Union

Phone: 314-892-5400, ext. 11095

www.NeighborsCU.org

Mortgage Loan Officer:

Dan Wall

6300 S. Lindbergh Blvd.

St. Louis, MO 63123

314-892-5400, ext. 11056

dwall@NeighborsCU.org

Local Title Company:

Old Republic Title Company of St. Louis, Inc.

7421 Mexico Rd, Suite 201

Saint Peters, MO 63376

Phone: 636-970-9000

www.oldrepublictitle.com

**Let us help you get your buyers
pre-approved at no charge.**

