

## TIPS: FOR SALE BY OWNERS

Here are a few tips to keep in mind if you want to sell a home without an agent.

- Run a statistical analysis of the recently sold homes that are comparable to your home. Over pricing or underpricing your home can both result in a significant loss of profit. Unless you have a cash Buyer, an Appraiser will also evaluate the home and the lender will use that appraisal to determine how much of a loan the Buyer can take out on that particular property.
- Consider having a Pre-Inspection of your home before putting it on the market. This way you will already know some of the issues that may come up with the Buyer's Inspection. You may also want to go ahead and address some of the items that are noted on the Inspection before marketing the property.
- Get a staging consultation and follow the stager's advice to attract more Buyers to your home. There is a lot of psychology behind how you place furniture, what you leave out on display, and what you pack away. Only 10% of the population can visualize the potential of a space beyond what they physically see.
- Get professional pictures taken of the property. You have one chance to entice Buyers to come and see your home. Do not take photos until it is staged and ready. Buyers will decide within seconds of seeing photos if it is worth their time to come view the property.
- Offer to purchase a 1-year Home Warranty for the Buyers. This will give greater peace of mind in the transaction. Even better, purchase the home warranty for the home now, so that if anything goes wrong while it is under contract, you can get it prepared.
- Remember to disclose any known material defects to the Buyer. If you fail to disclose something you know about the home, you risk being sued after the transaction.
- Respond quickly to any requests to view your home. Real estate is a fast-moving industry and Buyers can become impatient and will move on to the next home if you are not responsive enough.
- Ask any Buyers that want to see your property without a real estate agent for a pre-approval letter from their lender. This should state the amount of a loan that they are pre-approved for and will prevent you from wasting time preparing to show your home to unqualified Buyers.
- Generally, in our market, if you have had 10 showings and no offers or have been on the market for a weekend with no showings, there is a problem that needs addressed with the pricing. However, this will likely not be the case for For Sale By Owner Homes, so you may need to be patient and allow for more time to receive a contract on your property. Remember, listings in the MLS will be shown to 20,000+ agents and their Buyers and are likely to sell faster because of the greater exposure. Don't get discouraged. Keep in mind though that the longer a home is on the market, the staler it becomes to Buyers who may wonder what is wrong with the house and the more likely that you will receive lower offers on the property.
- Remember, getting the home under contract is just the tip of the iceberg when selling a home. It is important to learn what your rights and the Buyers rights are at each of the important dates and deadlines throughout the transaction. It can be challenging for some home owners to remain unattached to the emotional aspects of selling a home, but this will be important once you are under contract and performing negotiations.
- Give yourself grace if you find that the process is more time consuming and frustrating than you anticipated. It is okay to decide that you gave it a good try and may need to enlist a professional after all. There is no shame in that!

