

10 BIGGEST “MISTAKES” PRIVATE SELLERS MAKE

- **Overpricing your property value.** “*We can always come down in price*” is the most dangerous and expensive strategy a home seller can possibly use!! Price it correctly to sell it faster. **Buyers are SMART.** Overpriced homes do not sell.
- **Assuming buyers are only found through the MLS.** While the MLS will expose your listing to more buyers, 50% of our buyers come from the For Sale By Owner websites. More and more Buyers are realizing that for sale by owners are able to price their homes fairly (without the huge commission tacked on) and are opting not to use an agent.
- **Not allowing yourself enough time to sell privately.** If you list your home with an agent, the agent will want you to list for at least 6 months to sell your property. Shouldn't you give yourself at least that much time?
- **Assuming you can sell by-owner with little or no expense.** Today, a cheap, inexpensive yard sign sends the wrong message to a buyer. Would you feel comfortable buying a home (the largest investment of your life) from someone who has a \$1.00 sign in their yard or a seller who has a professional post sign with a For Sale By Owner Company on the sign that has been serving the community for over 15 years. Sellers save on paying a commission when they market their property correctly - **not** by saving on proper marketing techniques. Put all tools to work for you – **maximize exposure** to as many buyers as possible (Magazine, Internet, Internet Slide Show (lots of pics on the websites), Professional Signage, Directionals and Flyers). Don't forget a home warranty. Effective Advertising WORKS!
- **Relying only on local “drive-by” traffic.** What about the couple that lives on the other end of town that would pay you more for the property and never drives down your busy street? Signs alone do generate a lot of traffic - from noisy neighbors and curiosity seekers – not serious buyers.
- **Lack of advertising.** You must “tell to sell”. Maximizing the exposure of your property to as many buyers as possible is critical to your success. Don't count on luck.
- **Thinking agents can sell ‘faster’ than FSBOs.** Wrong! If time is of the essence, you should always sell do both FSBO and MLS. Regardless of what they say, agents *can not* sell your home any faster. The key is exposure.
- **Wrongly thinking that the “title companies do all the paperwork”.** Unfortunately, most title companies will not assist you in preparing the paperwork for the seller and buyer. If you hire an attorney it will cost you far more than if you use the services offered by your local for sale by owner companys. Most of the FSBO companys have professional reps on staff.
- **Failing to determine accurate fair market value.** If you're struggling to determine a price, say between \$200,000 and \$210,000, that's a \$10,000 difference – don't leave money on the table! Order comps or an appraisal through your LOCAL for sale by owner company to determine the correct price.
- **Failing to know and understand disclosure laws.** The paperwork (contract) is not a matter of filling in the blanks. Please do not write your own contract unless you are an attorney or Realtor. Have a professional company, like “For Sale By Owner” handle the paperwork and **disclosures!** www.GoToFSBO.com

GoToFSBO.com - For Sale By Owner Services
Call us today: 703-551-4757
up and running in 24 - 48 hours!

We've helped thousands of buyers save millions of dollars selling privately.
We can help you sell faster and net more money, too.

Secrets' to Selling your Home By Owner (What the real estate agents don't want you to know.)

- **Act professionally** – If you are selling your home yourself, be professional.
 - Present the property professionally:
 - A purchaser's first impression, **is your homes curb appeal.**
 - Professional signage **gives a better impression.**
 - Keep property neat, clean and clutter free.
 - Fresh Paint is always good.
 - Steam clean the carpets.
 - Shine up the hardwood floors.
 - Make the home as bright as possible.
 - Clean the Windows and Doors.
 - Straighten up the Deck, Patio or Balcony.
 - Be sure the home smells fresh and clean.
 - Put animals/pets away.
 - Create Atmosphere.
- **Have patience**, a house is a major investment. Plan 3-6 months for marketing.
- **Price It Correctly.**
- **Make it convenient for the buyer** – not yourself if you want to sell faster. If you also go into the MLS – get a lockbox so an agent can show your home when the buyer wants to see it.
- **Legal Paperwork to Closing Service** - Have the "For Sale By Owner" professionals on your team – GoToFSBO.com offers an assistance option program and is always suggested – and worth it! Please don't ever write your own contract! The horror stories you hear about for sale by owners - are those that wrote their own contract.
- **A Homes Value/Appraisal** - Regardless of who sells your home, **your house is worth what it's worth.** An appraisal will be done and if you are overpriced the buyer can walk away. **Be leery of agents that boast they can sell your house for more money.**
- **Be leery of agents that want to preview your home.** It is usually a ploy to meet you and try to convince you that you need their help. If you are already in the MLS with us – you are out there to that agent. Tell them to bring you a buyer and they will get paid there commission. There is no magic in selling your home – if you priced correctly, have prepared your home to impress the buyer and have maximum advertising exposure – your home will sell. The only way you can save the commission is to spend a few dollars up front on your marketing campaign! A small investment today, when done properly, will reap you huge rewards.
- **Explain/help the buyer** - Make it easy for your purchaser to buy your home - help them buy it with guiding them to loan officers, inspection companies, etc. GoToFSBO.com has all the professionals you need on staff.
- **Remember when you are ready to buy your next home** – If you don't see a for sale by owner home you like – call us to see properties that are listed with agents in the MLS – we will give you up to 2/3rds of our commission. Ask for more details.

For Sale By Owner
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