



5 Must Do's Every For-Sale-By-Owner Must Know

Lindsey Smith, CIR REALTY Professional Development Manager

1. Remember to put away all of your valuables and lock up expensive personal belongings. Although most people looking at your home will be legitimate home buyers, some people may be on the prowl to see what you have. Make sure you don't provide any type of opportunity for the wrong person to see valuable items of interest.

2. Have the proper forms ready to go. You are selling your home on your own and it is important to remember that some buyers are ready to buy on the spot. If you wait too long, the interest could cool down and buyer's remorse could set in. If you are planning on being a for-sale-by-owner, you need to be ready for the proper forms to be completed and signed, so that your potential buyer can be locked in place before they find another property. Make sure your attorney prepared the purchase contract and any other necessary documents, and whenever in doubt, insert a condition stating the agreement is subject to seller's lawyer's approval.

3. Be cautious of accepting an offer subject to lengthy, or many, buyer

conditions. A buyer with a lengthy financing condition, who isn't pre-approved and doesn't qualify for financing, may tie up your property for too long, causing you to miss other opportunities to sell your property to a qualified buyer.

4. Ensure you are knowledgeable about your property and honest and forthcoming with potential buyers. If you have knowledge of any defects, especially hidden defects, be sure you disclose their existence, in writing, to the buyer. Hiding defects, or purposely misleading a buyer, could lead to very serious legal consequences down the road.

5. Have a detailed marketing flyer accessible in a flyer box outside your property. Sometimes good prospects will drive by your home but be uncomfortable contacting you directly, so they contact a REALTOR® instead of you. It only makes sense that most real estate associates will be promoting properties they have listed, especially since that is their fiduciary obligation, and will avoid for-sale-by-owners. By having a flyer out front, you can encourage potential prospects to stop and

pick up a marketing brochure which might entice them to call you directly to look at your home. {Because of the complexity and time it takes to construct a marketing brochure, I am making available to you twenty five free copies and my services to build a marketing flyer for your property. I have several flyer templates that I can use to help build your marketing flyer for you, and again there is no cost and no obligation for you to list your property with our company.} It is just a small token of appreciation, and I would hope to have the opportunity to visit with you about my marketing ideas and strategies, should you decide to list your property with a real estate firm in the future. I would need to schedule a short appointment to take an outside picture and to get a few details for the flyer, at your convenience. Again, the flyer template and the first twenty five copies are FREE and on me.

