



The FSBO Strategy Guide



Our Commitment

**At the Watershed Group, our philosophy is simple:
Clear communication. Thoughtful strategy.
Exceptional service.**

**Our role is to guide you through the process with
professionalism, insight, and calm leadership —
ensuring your home purchase is not only
successful, but enjoyable.
We look forward to working with you.**



The
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GROUP

Rasa Love
Co-Founder
Watershed Group

With more than two decades of experience in real estate leadership, coaching, and high-level client representation, Rasa Love is known for her strategic approach, exceptional communication skills, and commitment to elevating the client experience. A respected broker, mentor, and industry leader, she has built a reputation for guiding clients and agents alike through complex transactions with clarity, professionalism, and confidence. As Co-Founder of the Watershed Group, Rasa brings a leadership-driven philosophy centered on thoughtful communication, strong advocacy, and refined service. Her passion for coaching and empowering others shapes the team's collaborative culture and ensures every client receives a highly personalized and professional real estate experience.

Joseph Basquilll
Co-Founder
Watershed Group

A Wilmington native with deep ties to the coastal community, Joe Basquill brings a hospitality-driven approach and strong local connections to the Watershed Group. His background in film and acting has shaped his natural ability to communicate, build relationships, and tell the story of a home in a way that resonates with today's buyers.

Joe's experience in luxury property management on Bald Head Island instilled a deep understanding of the high level of service, discretion, and attention to detail expected in coastal luxury real estate. As Co-Founder of the Watershed Group, he is committed to delivering thoughtful, high-touch service while helping clients experience the very best of life along the Cape Fear coast.

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It's Not About Price. It's About Positioning.

Most homeowners assume selling is about pricing correctly.

In reality, buyers don't evaluate homes in isolation—they compare them.



Buyers Compare—they Don't Evaluate

Your home isn't judged on its own...
It's judged against every other option a buyer sees that day.

A slightly better-presented home often wins
A better-positioned listing creates stronger offers
And small perception gaps can cost thousands



Your First Showing Happens Online

Before a buyer ever schedules a showing, they've already decided if your home is worth seeing.

Photos, presentation, and how your home appears in search results determine:

Whether you get showings

The type of buyer you attract

And how seriously they view your price

If it doesn't stand out online, it gets skipped—regardless of price.

Strategy Will Always Beat Guesswork

Pricing tools and estimates can give a range...
But they don't account for:

Buyer behavior in your specific market

How your home compares visually

Or how to position it to create demand

The difference isn't just knowing the price.

It's knowing how to make your home the one buyers choose.

The question isn't,

"What is my home worth?" Instead,

"How do I position my home to compete—and win—in this market?"

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A Simple 3-Step Plan to Compete (and Win) in Today's Market

Most homes don't fail because of price alone.
They struggle because one—or more—of these three areas is off.



Pricing & Positioning

It's not just about pulling comps—it's about understanding how buyers think.

*Buyers don't ask, "Is this priced correctly?"
They ask, "Is this the best option I've seen at this price?"*

That means:

Pricing needs to create urgency, not sit.

Presentation

Condition and presentation directly impact perceived value.

Before a buyer ever steps inside, they've already formed an opinion.

Clean, bright, and well-prepared homes feel more valuable

Professional photography drives more showings

Better presentation attracts stronger buyers

This is where many listings either gain momentum—or get overlooked.



Exposure & Negotiation Control

Getting interest is one thing. Controlling the outcome is another.

Where many For Sale By Owner listings get exposed:

Limited buyer reach and agent engagement

Missed opportunities to create competition

Negotiations that leave money—or control—on the table

The goal isn't just to get an offer.

It's to create leverage so you can choose the best one.

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Where Most For Sale By Owner Listings Lose Ground

Selling on your own can work—
but there are a few points where deals tend to shift, often unexpectedly.



Inspections

This is where many deals change.
Repair requests stack
Credits increase
Deals can fall apart without a plan



Exposure = Leverage

Fewer eyes = fewer options.
Less competition
Less negotiating power
Missed buyers

Negotiation Gaps

Buyers and agents quickly gauge experience.
Offers come in more aggressively
Concessions add up quickly
Small missteps impact your net



Appraisal Issues

Even strong offers aren't guaranteed to hold.
Low appraisals trigger renegotiation
Value becomes harder to defend
Contracts can collapse



Time on Market

The longer it sits, the more leverage shifts away from you.
Buyers start to question value
Price reductions weaken your position

The Reality

It's not just about getting your home listed—
It's about managing everything that happens after.

The Question

Not "Can I sell it?"
But "Am I getting the best possible outcome?"

Property Features & Upgrades Checklist

Interior Features

- ☐ Updated kitchen (cabinets, counters, appliances)
- ☐ Bathroom updates
- ☐ Flooring upgrades (hardwood, tile, LVP, etc.)
- ☐ Fresh paint (interior)
- ☐ Modern lighting fixtures
- ☐ Smart home features (thermostat, security, etc.)

Systems & Major Components

- ☐ Roof (year replaced: _____)
- ☐ HVAC system (year replaced: _____)
- ☐ Water heater (year replaced: _____)
- ☐ Plumbing updates
- ☐ Electrical updates

Exterior Features

- ☐ New or updated siding
- ☐ Windows replaced/updated
- ☐ Landscaping improvements
- ☐ Outdoor living space (deck, patio, porch)
- ☐ Fence or yard enhancements

Additional Highlights

- ☐ Garage or storage upgrades
- ☐ Energy-efficient improvements
- ☐ Recent repairs or maintenance
- ☐ Unique features (describe): _____

Optional

Recent improvements or investments:

Small Improvements That Create Strong Returns

Before making major changes, focus on the updates that buyers notice most. Small adjustments can significantly impact how your home is perceived—and what buyers are willing to offer.

High-Impact, Low-Cost Updates:

- Updated cabinet hardware
- Modern light fixtures
- Fresh, neutral paint
- Clean or updated flooring
- Improved landscaping and curb appeal

Why It Matters

Buyers don't just see your home—they compare it.
Homes that feel clean, updated, and move-in ready:

- Attract more interest
- Show better online
- Create stronger offers



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What Happens Once You Are Under Contract



Once your offer is accepted, several important steps take place to move your purchase from contract to closing. Our role is to guide you through each stage, coordinate the necessary professionals, and ensure timelines are met.

Due Diligence & Inspections

During the due diligence period, buyers typically schedule property inspections to evaluate the condition of the home. This may include general home, pest, HVAC, roof, or other specialized inspections as needed.

We will help coordinate inspections, review findings with you, and advise on any repair requests or negotiations that may arise.

Appraisal

The lender will order a professional appraisal to confirm the home's value relative to the purchase price. We monitor this process closely and help address any questions that may arise.

Loan Processing & Underwriting

The buyer's lender will finalize the mortgage approval by reviewing financial documentation and confirming all lending requirements have been satisfied. During this time, additional documentation may occasionally be requested.

Responding promptly helps keep the process on schedule.

Insurance & Utilities

Prior to closing, buyers will arrange homeowner's insurance and begin preparing for the transfer of utilities.

Final Walkthrough

Shortly before closing, we will walk through the home together to confirm the property remains in the agreed-upon condition and that any negotiated repairs have been completed.

Closing Day

At closing, final documents are signed and ownership of the property is officially transferred. Once the transaction is recorded, you will receive the keys to your new home.

Our Role Throughout the Process

From contract to closing, the Watershed Group continues to manage timelines, coordinate communication with lenders, attorneys, and inspectors, and provide regular updates so that every step of the process remains clear and organized.

Our goal is simple: to ensure your home purchase proceeds smoothly and with complete confidence.

Selling a home isn't just about getting it listed—it's about managing the process to create the best possible outcome. That starts with a clear strategy from day one, including pricing based on buyer behavior, strong positioning, and a plan designed to generate demand—not just test the market.

You'll always know what's happening. I provide a weekly market report, along with updates on showings, buyer feedback, and real-time adjustments so your home stays competitive.

Presentation plays a major role in how your home is perceived. From professional photography to preparation and staging guidance, every detail is designed to help your home stand out. I also coordinate a trusted network of vendors to make the process smooth and efficient.

Exposure goes beyond simply putting your home online. It's about reaching the right buyers, creating visibility, and generating activity. From there, I manage negotiations, inspections, and appraisals to protect your price, your terms, and your deal.

You're not hiring me to simply list your home—you're hiring me to manage the process and protect your outcome from start to finish.

If you'd like a second opinion on your pricing or strategy, I'm always happy to share that with you—no pressure, just clarity.



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How to get started with the Watershed Group

If you decide to move forward, the process is simple and designed to make everything as smooth and clear as possible.

It starts with a quick, face-to-face meeting in your home. This gives us the opportunity to walk through the property together, review agency, and outline a focused 90-day marketing plan tailored to your home and your goals.

During that visit, we'll identify any areas that could impact how your home shows and provide a clear, step-by-step plan to help it present at its best. You'll have a detailed preparation checklist so you know exactly what to focus on—no guesswork.

Once the home is ready, we coordinate professional photography and accurate home measurements to ensure your property is presented at a high level from day one.

We also strongly recommend a pre-list inspection prior to going on the market. This allows us to identify and address any potential issues early—often saving time, stress, and money during negotiations.

From there, everything is positioned to launch with confidence and clarity.

Simple. Structured. No surprises.

If you're ready to take the next step—or just want to talk through your options—I'm here to help.

