

FOR SALE BY OWNER TOOL KIT



MAXIM[®]
Residential & Commercial
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CONTACT INFORMATION

This booklet is brought to you
courtesy of:

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DEAR HOME OWNER

The information in this For Sale By Owner Tool Kit is designed to assure a quick and successful sale of your home. There is no cost or obligation to you. The recommendations and checklists in the program are the result of my experience helping other owners sell and move. I offer it to you completely free of charge.

Studies show that more than 9 out of 10 owners eventually choose a broker to help them sell, or to help their buyer sell, and I hope that by giving you something of value, you may think of me when the time comes for you or your buyer to use the services of a real estate professional.

Even if you never feel you need my services to get your home sold, you are always welcome to contact me for advice.

Sincerely,

Bent Danholm

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EFFECTIVE ADS

GETTING THE RIGHT MESSAGE OUT!

A KEY ELEMENT IN GETTING YOUR HOME FROM FOR SALE TO SOLD IS WRITING EFFECTIVE ADS. IF POTENTIAL BUYERS ARE NOT FINDING YOUR ADS COMPELLING AND INTERESTING THEY ARE NOT COMING TO VIEW YOUR HOME.

- List all the best features of your home and pick the top 5.
- Use an attention getting opening statement about the home.
- Less is more! Include some facts about the house (bedroom, baths, price, etc.) but keep it brief.
- Use words that appeal to all of the senses.
- Focus your copy on the items on your top 5 list.
- Avoid exaggerating the features of your home that you like best, as they may not be the features the buyer likes best.
- Include your name, phone number, email address and web site.
- Use photos to show the best feature of the house vs. the standard front shot.
- End with a call to action: "For a private showing, call 555-123-4567 today".
- According to the Newspaper Association of America, here are the top things a buyer wants to know about a property:
 - Location
 - Price
 - Type or style
 - Square footage
 - Bedrooms
 - Bathrooms
 - Lot size
 - Amenities
 - Garage size
 - Phone number to call



DON'T PUT EVERYTHING ABOUT YOUR PROPERTY IN THE AD.
GIVE THE READER A REASON TO CALL AND FIND OUT MORE!

Remember your objective in handling inquiries is to cause the caller to want to see your house. You can't sell a house over the phone.

- If you are running an ad in the paper, make sure you are available to handle inquiries during peak response times, especially evening and weekends.
- Always put your phone number on your yard sign, so that drive-by shoppers know how to contact you for showings.
- If you are running an ad on the internet, respond to email inquiries with an invitation to call for a showing appointment.
- Always thank the person for calling about your house. It is a polite and friendly way to start a conversation.
- Always trade names with the caller, and ask for their phone number, so that you have a record of who inquired for follow up.
- The caller will usually ask you questions about your house right at the beginning of the call. Always give a direct answer to a direct question and then, to keep the conversation going, ask a probing question of your own.
- Invite questions from the caller. Ask: "What can I tell you about the house?"
- Before agreeing to an appointment for a showing, always ask the caller, "Have you been prequalified by a lender in this price range?" This will avoid getting tied up in a contract with a buyer who cannot afford your home.
- Before agreeing to a showing, always ask the caller if they have to sell their present home first in order to buy yours. Studies show that 7 out of 10 buyers are really lookers who cannot buy until their home is sold and their home isn't even on the market yet.
- Be prepared for buyers asking if you have priced your home comparable to similar homes in your area which have recently sold (have some examples ready).



PREPARING YOUR HOME FOR SHOWING AND SELLING



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PROFESSIONAL ADVICE

Secure all necessary legal documents and use them to protect yourself from fraud.

- Both the purchaser and lender will require at close of escrow a title free and clear of all loans and encumbrances.
- Buyers and lenders will want a satisfactory survey including all easements, rights of way and encroachments.
- Have current tax information available.
- Have all utility bills available.
- Check your property with a critical eye. Buyers will look for faults which cost them money to remedy.
- Clean up, fix and paint. You only have one chance to make a good first impression, so lavish time, money and energy into the curb appeal.
- Rearrange the furniture to create the most open space.
- If you have too much furniture, remove or store some. Six very important words: No Clutter, no clutter, no clutter!
- Keep the house immaculate at all times, since showings are not scheduled events
- Pay particular attention to the bathrooms and the kitchen. In the bathrooms, towels should be fresh and clean, sinks and baths scrubbed, and the floor freshly cleaned. In the kitchen, make sure all the dishes are put away and countertops and sinks are cleaned.
- Turn off the TV. Play soft music. Open the shades and turn on the lights.
- Check the thermostat to assure a comfortable temperature in the home.
- If possible keep pets out of the way during showings.
- Get every buyer's name and phone number to follow up. Almost no one buys a home on the first visit.

Need advice? Give me a call on (407) 288 0704 and I am happy to come out to look at your home with the eyes of a buyer!



PREPARING YOUR HOME FOR SHOWING AND SELLING (CONTINUED)

- Give all family members assigned jobs in advance that will go into action when a short notice showing is scheduled. Everyone must know their duties and carry them out, so that you don't end up banging into one another trying to get everything done quickly.
- Open every window covering. All drapes, curtains and blinds should be positioned to let in maximum light. Buyers like a house to be "light and bright", so accommodate them! Turn on as many lights as possible.
- Make sure the house smells good. Baking cookies, often recommended, may be overdoing it, but pet odors, smoke or greasy cooking odors definitely will NOT work! Air out the house just before the scheduled showing, but close the windows (unless it is a perfect day) before they arrive.
- Make sure Fact Sheets are available and easily accessible (the dining room table is an ideal place for them)



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PRICING STRATEGY

PRICE TO SELL

PRICING YOUR PROPERTY RIGHT IS THE MOST IMPORTANT PART OF THE SELLING PROCESS. IF YOUR PROPERTY IS UNDERPRICED OR OVERPRICED MANY POTENTIAL BUYERS WILL STAY AWAY.

Take a few moments to think about the below questions. These are all questions a potential buyer and their agent will ask them selves - often before they will even consider viewing your home.

- | | |
|---|-----------------------|
| • Is the local market rising, falling or staying even? | Rising / Falling Even |
| • Is the opinion of value based on an actual neighborhood sale price? | YES / NO |
| • How many homes in the area are competing against mine right now? | ----- |
| • How does mine compare? | PLUS / MINUS / EVEN |
| • Have any neighborhood homes been on the market too long? | YES / NO |
| • If YES, why? PRICE / CONDITION / OTHER | ----- |
| • Is my home consistent with larger or smaller homes in the area? | LARGER / SMALLER |
| • Are my financial needs influencing my asking price? | YES / NO |
| • Is my original purchase price influencing my asking price? | YES / NO |
| • Am I willing to price it right and stand firm? | YES / NO |
| • Are the benefits of moving important enough to price my home at market value? | YES / NO |

PROFESSIONAL ADVICE

Don't overprice your home! Most buyers won't even look at properties that are overpriced.

HOW NOT TO GET SUED

CAVEATS TO AVOID

REAL ESTATE TRANSACTIONS AND LEGAL REQUIREMENTS ARE GETTING MORE AND MORE COMPLEX AS SOCIETY IS TRYING TO PROTECT BUYERS BETTER

Here are some tips on how you, the seller, can protect yourself better:

- Give all buyers a completed Sellers Disclosure
- Escrow account set up
- Use a legal purchase / sale agreement
- Use the services of a reputable title / mortgage / escrow company
- Pull all permits
- Follow all rules for signage and marketing
- Make clear in writing what is and is not included in the purchase price
- Have survey done
- Maintain consistent / regular communication with all parties involved
- Avoid discrimination
- Use a certified home inspector
- Document all communication in writing
- Hire an attorney who specializes in real estate or a real estate agent
- Keep all documents



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CHALLENGES

WHEN SELLING BY OWNER

SELLING BY YOURSELF CAN BE MORE OF A CHALLENGE THAN YOU MIGHT THINK. HERE ARE SOME POTENTIAL CHALLENGES TO CONSIDER.

There Are Too Many People to Negotiate With!

Here are some of the people with whom you must be prepared to negotiate with if you decide to sell your home yourself:

- The buyer, who wants the best deal possible
- The buyer's agent, who solely represent the buyers interest
- The home inspection companies, who works for the buyer and will almost always find some problems with the house
- The appraiser, if there is a question about the value

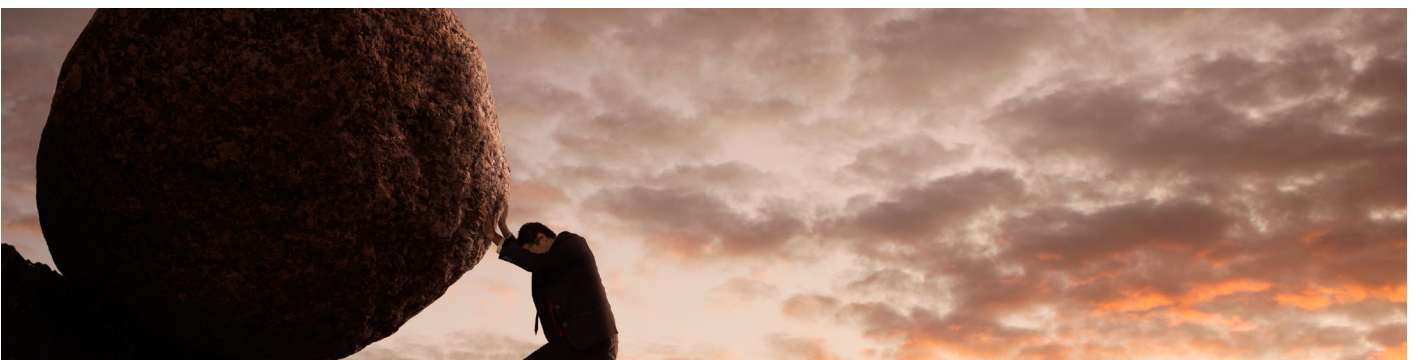
Exposure to Potential Buyers

Recent studies have shown that 89% of buyers search for a home online. That is in comparison to only 2% looking at newspaper print ads. Most real estate agents have an internet strategy to promote the sale of your home. Do you?

Leverage the Buyers Agent

88% of all home buyers use a real estate professional. 14% of home buyers purchased a new build home.

Continues...



CHALLENGES

CONTINUED

Leverage the Buyers Agent (Continued)

It is more important to target Realtors® who have buyers and offer them an incentive to show your home. Otherwise you will only be targetting 12% of all buyers out there.

FSBO-ing Has Become More and More Difficult

The paperwork involved in selling and buying a home has increased dramatically as industry disclosures and regulations have become mandatory. This is one of the reasons that the percentage of people FSBO-ing has dropped from 19% to 8% over the last 20+ years.

- The 8% share represents the lowest recorded figure since NAR began collecting data in 1981.
- **The founder of ForSaleByOwner.com used an agent to sell his own home**

You Net More Money When You Use an Agent

Many homeowners believe that they will save the real estate commission when selling on their own. Realize that the main reason buyers look at FSBO's is because they also believe they can save the real estate agent's commission and more. The seller and the buyer can't both save the commission!

Studies* have shown that the typical house sold by the homeowner sells for \$ 185,000, while the typical house sold by an agent sells for \$ 245,000. Although you'd pay a commission, you still typically put more money in your pocket when listing with an agent. At the end of the day, what you net is what matters.

The Bottom Line

Before you decide to take on the challenges of selling your house on your own, sit with me and see what we can do together to sell your home faster and for a higher profit. I 100% respect your choice to sell your home yourself. If you happen to need help along the way, please know you have a friend in the business.

*) <https://www.nar.realtor/reports/highlights-from-the-profile-of-home-buyers-and-sellers>



MARKET CHALLENGES

When it comes to buying or selling a home there are many factors you should consider. Where you want to live, why you want to buy or sell, and who will help you along your journey are just some of those factors. When it comes to today's real estate market, though, the top two factors to consider are what's happening with interest rates & inventory.

Interest Rates

As most buyers finance their home interest rates are one of the main factors that determine how much a buyer can afford.

If a buyer is looking at a \$400,000 home when the interest rates are at 4.5% an increase to 5.5% could potentially mean that the buyer would have to cut his or her max price to \$360,000. This is significant also when selling as it reduces the number of potential buyers for your home if you maintain your price in a market with rising interest rates.

Inventory

A 'normal' real estate market requires there to be a 6-month supply of homes for sale in order for prices to increase only with inflation. According to the National Association of Realtors (NAR), listing inventory is currently at a 4.3-month supply (still well below the 6 months needed), which has put upward pressure on home prices. Home prices have increased year over-year for the last 80 straight months.

This has been good for sellers, however, in some markets we are beginning to see an increase in inventory slowly pushing prices downward.

TWO THINGS...

YOU DON'T WANT TO HEAR FROM YOUR LISTING AGENT

When you get to the point where you decide to list your home and you begin to interview potential real estate agents to help you through the process. You need someone you trust enough to:

- Set the market value on possibly the largest asset your family owns (your home)
- Set the time schedule for the successful liquidation of that asset
- Set the fee for the services required to liquidate that asset

An agent must be concerned first and foremost with you and your family in order to garner that degree of trust. Make sure this is the case.

Be careful if the agent you are interviewing begins the interview by:

- **Bragging about their success**
- **Bragging about their company's success**

An agent's success and the success of their company can be important considerations when deciding on the right real estate professional to represent you in the sale of your house. However, you first need to know that they care about what you need and what you expect from the sale. If the agent is not interested in first establishing your needs, how successful they may seem is much less important.

Look for someone with the 'heart of a teacher' who comes in prepared to explain the current real estate market to you, and is patient enough to take the time to show you how it may impact the sale of your home; not someone only interested in trying to sell you on how great they are.

You have many agents from which to choose. Pick someone who truly cares.

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CONTACT ME TO TALK MORE

I'm sure that you have questions or concerns...

I would love to talk with you more about what you have read here, and help you on the path to selling your house whether you decide to sell on your own or with the help of a real estate professional. My contact information is below. I look forward to hearing from you...



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Disclaimer

The materials available in this booklet are for informational purposes only and not for the purpose of providing legal or financial advice.

The intention of this booklet is not to solicit listings from other real estate professionals.