



How to sell your house **A STEP-BY-STEP GUIDE**



Simple tips and strategies to help
YOU sell your home for Top Dollar!

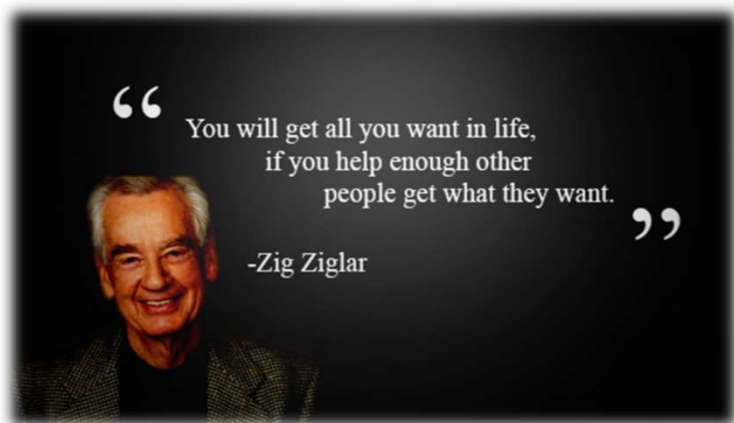


The Bosley Team at Keller Williams
407-815-2020
info@TheBosleyTeam.com
TheBosleyTeam.com

kW
KELLER WILLIAMS.



THIS GUIDE WILL HELP YOU SELL YOUR HOME FOR TOP DOLLAR... IN RETURN YOU...



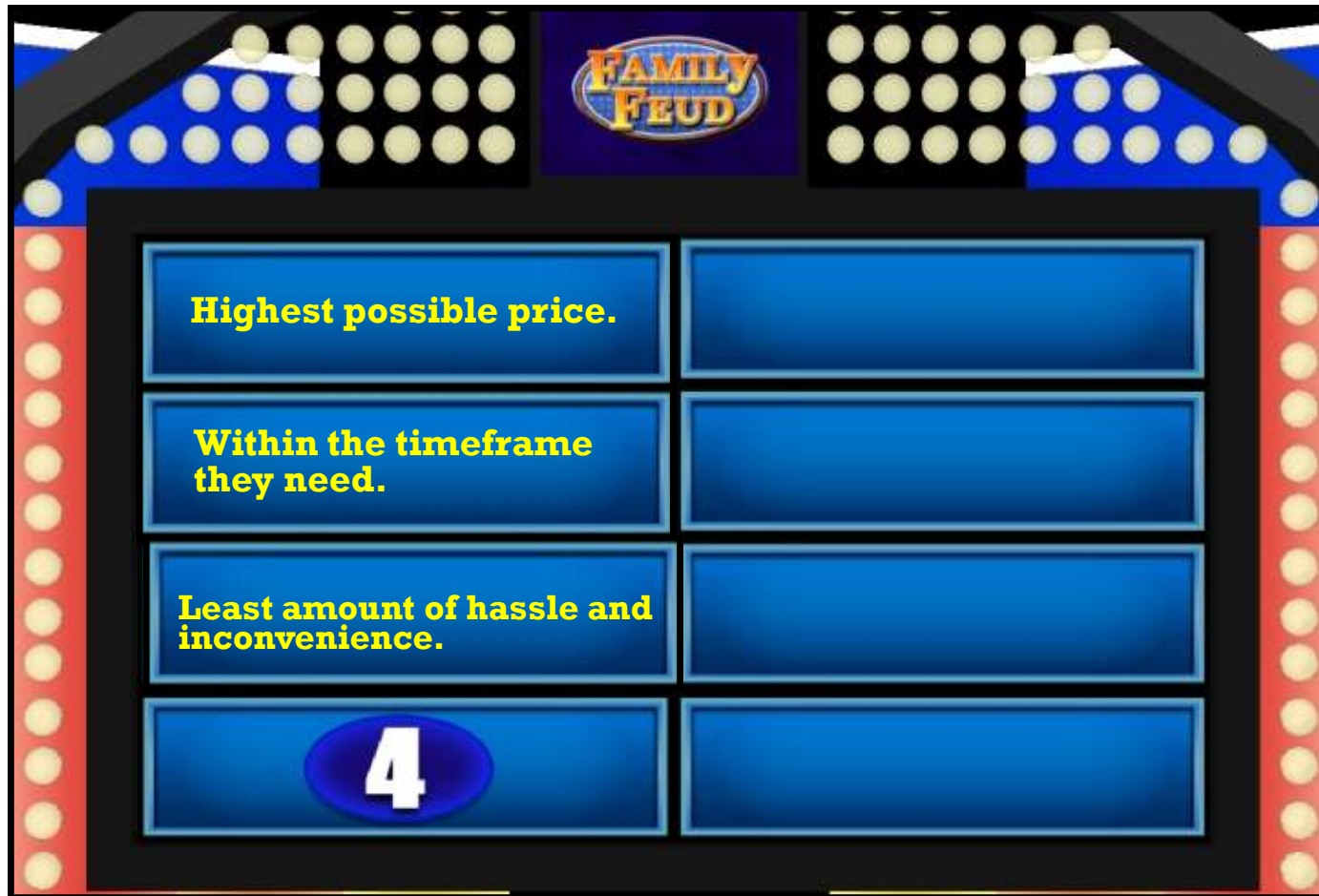
*May choose to **hire us to represent you to purchase** your next home or find you a REALTOR® in your new destination.*

*May **refer us someone you know** who needs a REALTOR®.*

*If you choose to hire a REALTOR® we may be **top of mind for you to trust to sell your home.***



**WE ASKED 100 HOMEOWNERS: “WHEN YOU SELL YOUR HOME,
WHAT IS THE MOST IMPORTANT THING YOU WANT?”**



KEEP YOUR EMOTIONS BETWEEN THE LINES!



- ✓ Adopt a business attitude. You are not selling your home; you are selling a house that will become someone else's home.
- ✓ The decisions you make about selling your home all boil down to dollars and cents.
- ✓ As you read through this guide, read it objectively and make decisions based on your NET Profit.

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**To Save you \$\$\$\$
Text "FSBO" to
407-815-2020 for
the complete
Guide!**



6 steps to success

1. Understanding Market Conditions and Pricing your Home.
2. Calculating your Bottom Line.
3. Preparing your Home for Sale.
4. Marketing and Showing your Home.
5. Negotiation and Contract.
6. Closing and Moving.



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1. UNDERSTANDING MARKET CONDITIONS AND PRICING YOUR HOME.

- ✓ Total Inventory / Homes Sold Monthly = Absorption Rate
 - ✓ 0-5 months = A Seller's Market – you have leverage...
 - ✓ 5-7 months = A Balanced Market
 - ✓ 7 months or more = A Buyer's Market
 - ✓ *Markets can vary in different price points, and specific areas.*
- ✓ Other Market Factors include:
 - ✓ Interest Rates
 - ✓ New Home Inventory and Sales
 - ✓ Unemployment
 - ✓ Etc.
- ✓ Local Title Companies or REALTORS® will have this information at their fingertips.

We can pull a report
for you very easily if
you prefer...
(no strings attached)
CALL US
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GET FAMILIAR WITH YOUR COMPETITION

Active Homes

- Preview New Construction
- Preview Open Houses
- Look online for homes that are like yours
 - You don't want to be the home that helps sell your competition by being overpriced.

Pending and Closed

- Identify homes that are like yours. Size, bedrooms, bath, pool, age, improvements and upgrades.
 - Maintenance of a home, although costs you money, is necessary, and may not give you a return on your investment.

****You can pay an appraiser and get an appraised value****

We can share with you what we see as a possible range of pricing if you don't have access to or choose to pay an appraiser!



2. CALCULATING YOUR BOTTOM LINE

CLOSINGS COSTS VARY FROM AREA TO AREA, AND THESE ARE SOME DEDUCTIONS YOU MAY NEED TO BE PREPARED FOR.

- ✓ Mortgages or Loans – Call your lender and ask for a payoff amount to pay in full.
- ✓ Loan Discount Points – This is mainly on the buyer and may show up in negotiations. 1 point is equal to 1% of the loan.
- ✓ Prorated Interest – Mortgage interest is paid in arrears.
- ✓ Buyers Closing Costs – Depending on the market or negotiations, it is not uncommon for the seller to pay concessions towards the buyers closing costs.
- ✓ Attorney Fees – Since you don't handle many transactions, and don't have a REALTOR®.
- ✓ Escrow Fees – Escrow Companies hold the funds and handle paperwork to make sure all conditions are met before releasing money or transferring title.
- ✓ Transfer Taxes / Charges – These vary and are based on percentage of sales price.
- ✓ Appraisal Fees – This at times is paid by the buyer and can vary.
- ✓ Title Insurance Fees – Protects the buyer and lender against issues of improper ownership or transfer.
- ✓ Homeowner Association Fees – An estopple fee ensures that the HOA will transfer from one owner to the next.
- ✓ Pre-Payment Penalties – Many private and some conventional loans have specific monetary penalties if the loan is paid off prior to a certain date. Check with your lender.
- ✓ Home Warranty – Depending on the age of your home, roof, AC, water heater, and other large repairs of a home, a Home Warranty may be necessary to offer peace of mind to the future buyer.
- ✓ Marketing - Professional photography, ideography, paid advertisements on demographic specific websites and Social Media, print advertising and more.

For a list of specific charges, contact a title company or attorney for a Seller's Net Sheet...



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3. PREPARING YOUR HOME FOR SALE

THE CONDITION OF YOUR HOME CAN BE THE DIFFERENCE BETWEEN A FULL PRICE OFFER OR A LOWBALL OR NO OFFER AT ALL.

- ✓ **Curb Appeal** – *you never get a 2nd chance to make a 1st impression*
 - ✓ Groomed; healthy looking lawn and shrubs
 - ✓ No weeds
 - ✓ Fresh mulch and flowers
 - ✓ Fresh power wash
 - ✓ Fresh paint
 - ✓ No broken windows, screens, gutters, shingles
 - ✓ No political or sports team's signs (remember, not your home anymore).
 - ✓ Clean cars... Dirty cars gives insight to how you may take care of your home.
- ✓ **Inside your Home**
 - ✓ Top to bottom military style scrubbing
 - ✓ Clean houses sell! – White glove test
 - ✓ Bright – when you show the home, leave all the lights and blinds open. Bright houses don't feel cramped.
 - ✓ De-clutter – Decide what you need to live with for the next 2 weeks. Pack up everything else and put it in storage. Give it away, throw it away, or put it away.
- ✓ **Smell**
 - ✓ Everyone has a smell – don't make yours overwhelm them.
 - ✓ Pets? – Do EVERYTHING in your power to not let the Buyer realize that... stains, pet odor, dander, litter boxes, or dirty base boards will turn off a buyer very quickly.
 - ✓ DO NOT SMOKE IN THE HOUSE – even smokers these days don't like the smoke smell of a home.

CALL US for contacts
for Estate Sales, Junk
Removal companies,
or Odor removal
companies.
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4. MARKETING AND SHOWING YOUR HOME

THIS IS THE 3RD LEG OF THE BARSTOOL... PRICE, CONDITION, AND NOW EXPOSURE.

According to National Association of REALTORS®, the following were the best methods for FSBO's to sell.

✓ Yard sign: 22%

Get a sign that is large and sturdy and represents professionalism. A hardware store sign hammered in the front yard gives the first impression of DIY and may give a perception that makes it okay to offer less than market value.

✓ Friends, relatives, or neighbors: 18%

80% of REALTORS® business comes from our database. You also have a database. Call everyone in your phone, work, church, and neighbors and let them know you are selling.

✓ Social networking websites (e.g. Facebook, Twitter, Instagram, LinkedIn, etc.): 12%

You can find some great tutorials online on target marketing and boosting. Look for groups with a large audience who may have interests of someone who would like your home; such as hobbies or commutes to large employers.

✓ Open house: 10%

87% of Buyers purchased a home through a REALTOR®. Tell the local Real Estate offices about your open house to leverage them to bring more buyers.

✓ Online classified advertisements: 6%

The three major sites for online advertisements are Zillow.com, REALTOR.com, and Trulia.com. There is also a large influence on Facebook and Instagram.

✓ For-sale-by-owner websites: 5%

People who will generally look on these sites are doing so to find a deal. 1 in 20 FSBO homes are sold from this method, and that could be a leading factor as to why they are sold \$.75 on the dollar.

You can read more
on the Real Estate
Stats at:

<https://www.nar.realtor/research-and-statistics>



4. MARKETING AND SHOWING YOUR HOME

THIS IS THE 3RD LEG OF THE BARSTOOL... PRICE, CONDITION, AND NOW EXPOSURE.

Content Marketing

- ✓ Hire a professional Photographer. If potential buyers don't love the way your house looks online, they are not going to walk in the door.
- ✓ Provide information about
 - ✓ Schools
 - ✓ Taxes
 - ✓ Age of Roof, AC, Water Heater
 - ✓ Size of Lot
 - ✓ HOA Dues and amenities
 - ✓ Any significant upgrades
 - ✓ Mortgage Rates and estimated monthly payment – *you can get this from a mortgage lender; let us know if you need a reference to a local one.*
- ✓ Answer your Phone – Consider getting a second number or a google number so you can control the calls and know when it is a personal call or a “sell your house” call.
- ✓ **Qualify the buyers** – It is inconvenient and can be dangerous to show your home. Prequalify by asking for pre-approval letter, or picture of driver's license. Always let someone you know that you are showing your home and give them a time to check in with you for safety. Never stand between the buyer and the exit... There are crazy people out there; BE SAFE!

93% of sales are listed with a REALTOR®. The Price and Condition is up to the owner. The exposure, marketing and converting the leads add hassle and inconvenience...



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5. NEGOTIATION AND CONTRACT

- ✓ Get a copy of the standard real estate purchase contract, review it, familiarize yourself with it, and get with an attorney if you are not comfortable.
- ✓ Only written contracts between you and the buyer are enforceable, not verbal. It can be written on anything, though we do recommend a standard contract.
- ✓ When you receive an offer, you will
 1. Accept the Offer
 2. Reject the Offer
 3. Make a Counteroffer
- ✓ Some items to consider when structuring an offer and deciding how to respond:
 - ✓ Price
 - ✓ Down Payment
 - ✓ Earnest Money Deposit (1-2% is common)
 - ✓ Pre-Approval (it is okay to call the lender)
 - ✓ Closing Dates
 - ✓ Prorations
 - ✓ Loan Discount Points
 - ✓ Closing Costs
 - ✓ Appraisal
 - ✓ Home Warranty
 - ✓ Inspection Period
 - ✓ Items to be included in the sale (be specific)
 - ✓ Title / Escrow Company
 - ✓ Contingencies (what might go wrong, at what time frame, and if the deal falls apart, who gets to keep the escrow deposit? These are very important to monitor and understand up front as they can make or break a deal.)
 - ✓ Timetables – Fully Executed Contract is when both parties sign and deliver to the other party. A day off can cost you thousands!

Be aware that if there is a REALTOR® representing the buyer, they do this everyday. You are likely paying their commission as well. Its kind of like paying for your Ex's divorce attorney and you go solo. 😊



6. CLOSING AND MOVING

YOU ARE IN THE PERIOD OF "CONTRACT TO CLOSE". THIS IS THE HOME STRETCH AND CAN BE THE MOST CRUCIAL.

- ✓ Know who your players are:
 - ✓ Write an email with the lender, the title company, and the buyers (or REALTOR® of the buyer if there is one).
- ✓ Get a calendar with all the dates that will remove contingencies on the contract. (You can get with the title company or an attorney to verify that you are reading the contract correctly.)
- ✓ Trust AND Verify – Make sure that you have proof in writing not just verbal assumptions for things like Escrow being deposited, Appraisal order, HOA Estopple ordered, Clear to Close, and money being funded.
- ✓ Details – transfer the utilities out of your name (if your house is vacant when you are selling, these have to stay on for inspections) change of address with the US Mail, etc.

Over Communicate!!
When you are under contract, you have signed over rights to the home. Make sure all wiring instructions come from the Escrow company, and wire fraud is very real right now.





We trust that you have found this report to be of value. If you follow these tips, you will be more informed and prepared than most homeowners, and some REALTORS®

Next steps:

- Contact us to schedule an appointment about selling your home.
- Connect us to anyone you may know who is thinking about buying, selling or investing in real estate.
- Contact us if you'd like a reference in helping you purchase your next home. We have a vast network.

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