

For Sale by Owner?

5 Things to Keep in Mind



Certified
Residential Specialist
The Proven Path To Success

It's a question thousands of homeowners ask themselves every year: Should I try to sell my house myself? If you're considering putting your own house on the market, keep in mind that selling your home can be a long and difficult process. Before you choose to go it alone, consider the following:

1. You'll be responsible for pricing your home.

That means going beyond the usual homework of pulling comparable properties in your area. You need to understand current market conditions and trends, availability and cost of financing, as well as market trends to assign your home an accurate value, meaning the highest price a ready, willing and able buyer will pay. You don't want your home to linger on the market or sell for a lower price than you might have already received. And independently sold homes tend to attract bargain hunters who may expect you to lower your price, since they, too, are looking to save money on real estate agent commissions.

2. You'll need to market the listing.

As an independent home seller, you'll be in charge of holding open houses, working to ensure your home gets good word-of-mouth exposure and creating signage that meets local ordinances. You also have to develop and pay for print and online media advertising, including photographing and posting pictures of your home to popular listing websites.

3. You'll have to show your home.

Your life could be overrun by home showings, between appointments and drop-ins. In addition to being responsible for screening the "buyers" from the "lookers" (curiosity-seekers are common at self-listed homes), you should also consider pre-qualifying potential buyers to ensure they would be able to buy your home.

4. You'll have to negotiate a sale.

Negotiations present another challenge, as you try to resolve any doubts your buyers might have, work to keep their interest high and make a final agreement as quickly and efficiently as

possible. Once an offer is made, you'll have to be prepared to respond to legitimate concerns (particularly if any issues are identified during a pre-closing inspection) and agree on the price and terms.

5. You'll need to draw up a contract.

A contract is a binding legal agreement, so every independent home seller should pay an attorney or other qualified legal representative to preside over the process. The contract should include a list of personal property that should remain with the home (like kitchen appliances) as well as a list of items excluded in the sale. You're obligated by law to disclose any material defects in your property to the purchaser.



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A Certified Residential Specialist would do all that (and more) to sell your home faster and for the best price. Selling your own home takes a lot of know-how, and making even a small mistake can be costly. Think of the services a Certified Residential Specialist provides as an investment – one that repays itself in the efficient sale of your home. This partnership keeps you free from time-intensive tasks involved in selling a home while also giving you the expertise needed to help maximize profit from a successful sale.

A Certified Residential Specialist can help you sell your home by pricing your home accurately to sell in the current market, advertising the home in your area and online, holding open houses, accessing out-of-town buyers through a network of contacts, screening prospective buyers before they enter your home, suggesting ways to make your home more attractive to potential buyers, addressing buyer concerns, acting as a negotiator between you and the buyer and drawing up a contract that satisfies both parties.

Work with a Certified Residential Specialist to ensure your home sells quickly and successfully.

In the current market, you need more than just a REALTOR®; you need someone who can make your homebuying or selling experience an unqualified success.

You need me, a Certified Residential Specialist®
Start your journey today by contacting me:



Bill Millwood, CRS
Broker-In-Charge



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