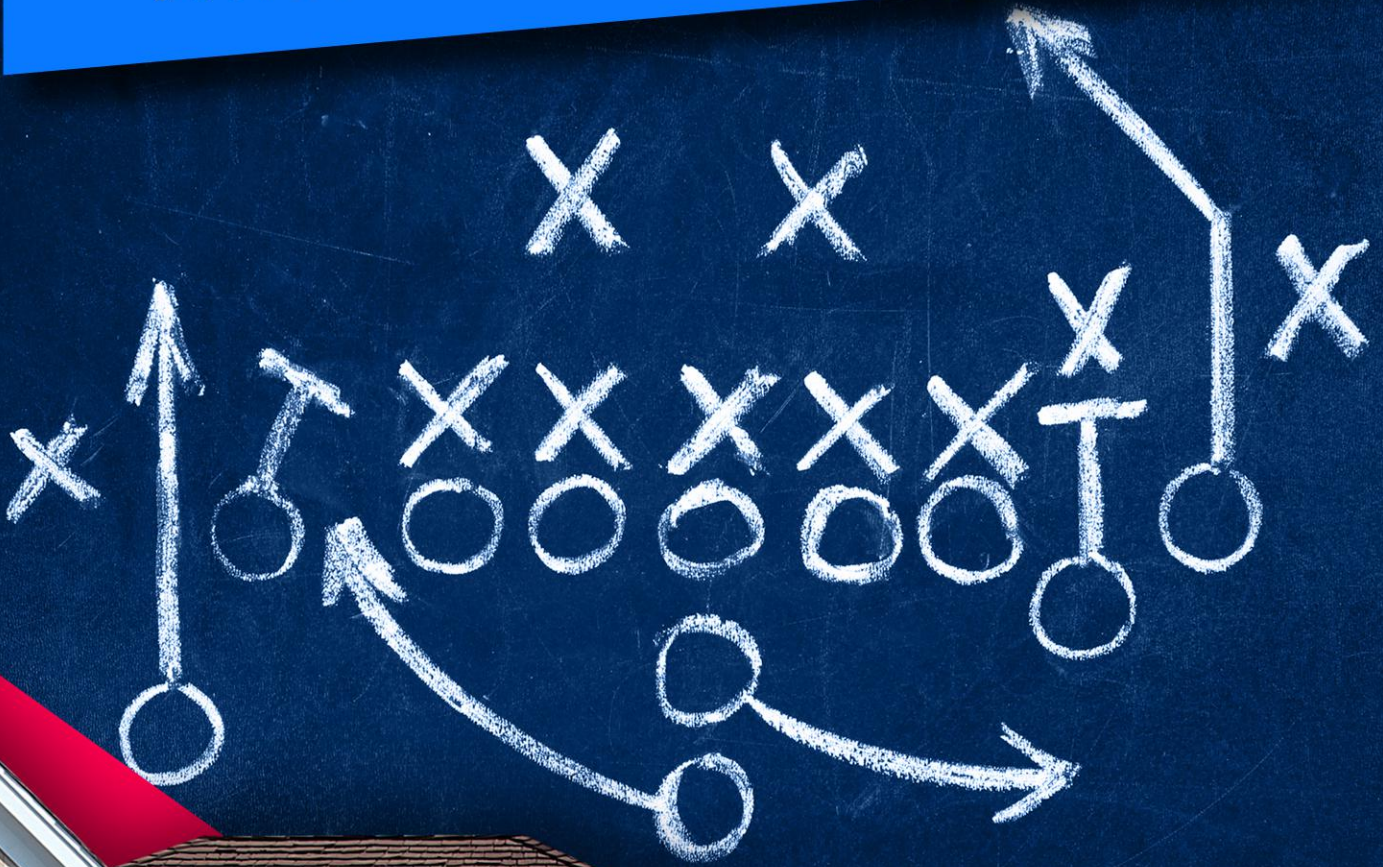


# THE FSBO PLAYBOOK

A PLAY BY PLAY GUIDE TO SELLING  
A HOME WITHOUT A REALTOR



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## SCOPE OUT THE COMPETITION

You know what they say about knowing your enemy. That applies even more so in a field as competitive as the real estate market!

**An easy but essential part of your research is attending open houses.** Find out which homes are having open houses in your area and visit them as a potential buyer. On top of getting an idea of what your house is up against, this exercise will also show you a few things about the current market.

*By attending open houses, you can learn the following.*

- Gather valuable current market intelligence by attending open houses in your neighborhood.
- This will give you a competitive advantage by understanding the best possible ways to market your home and to become successful in selling your property.
- Learn how to best stage and position your property so it appeals to potential buyers. Pay attention to themes in home décor, colors, and finishes.
- Learn how to behave like a professional Realtor and show buyers around your house. Paying close attention to what to highlight during a home tour.

*Searching for homes for sale online is another form of valuable research you can do to gather data. This play will give you insights into things like:*

- The number of properties currently for sale and the ones that have recently sold.
- How to compare your home against the direct competition and manage your expectations.
- **Analyze sold listings** to learn what they did well and apply it to your listing for maximum impact.
- If a property has been listed for sale for more than 120 days, understand what they are doing wrong and ensure that you are not going to make the same mistakes.
- Study the descriptions, photography, and language that was used to sell homes for the highest prices and apply what you learn to your home's listing.



## GIVE BUYERS WHAT THEY WANT

Today's buyers can be very picky. You can get a glimpse into popular home features by looking at home décor blogs and magazines and comparing what you see with the listings you're researching (especially the ones that sold). Pinterest searches are great for spotting current and up-and-coming trends!

- You must be familiar with current trends, and any features potential buyers consider must-haves or deal-breakers.
- If you haven't remodeled your house recently, you'll want to do a few updates to your house to command top dollar from buyers.
- While investing in upgrades, choose wisely how you spend in order for better returns.



*Few things to consider during an upgrade with high ROI*

- A fresh coat of paint on the walls, doors, and trim.
- Replacing carpets, refinishing, or polishing the hardwood floors.
- Update or paint your kitchen cabinets





## ANALYZE LOCAL REAL ESTATE MARKET DATA FOR A CORRECT LISTING PRICE

Many factors dictate a property's value, but the owner's personal opinion isn't one of them. Most homeowners have an emotional attachment to their houses, and that can cloud their judgment when it comes to pricing.

Here are what you need to know and do in order to determine what the best listing price is for your home:

- Buyers don't care about your emotional value of the home, they only care about the right market value.
- Always maintain a professional and unbiased outlook when pricing your house.
- Use websites such as Zillow and Redfin to get a better idea of what recent price per square foot sales in the neighborhood look like.
- Hire a professional appraiser if you need help determining a correct list price.

**Warning!**

**Do not contact real estate agents for a comparative market analysis if you have no intention of using an agent to sell your home. Nobody likes working for free or being deceived.**



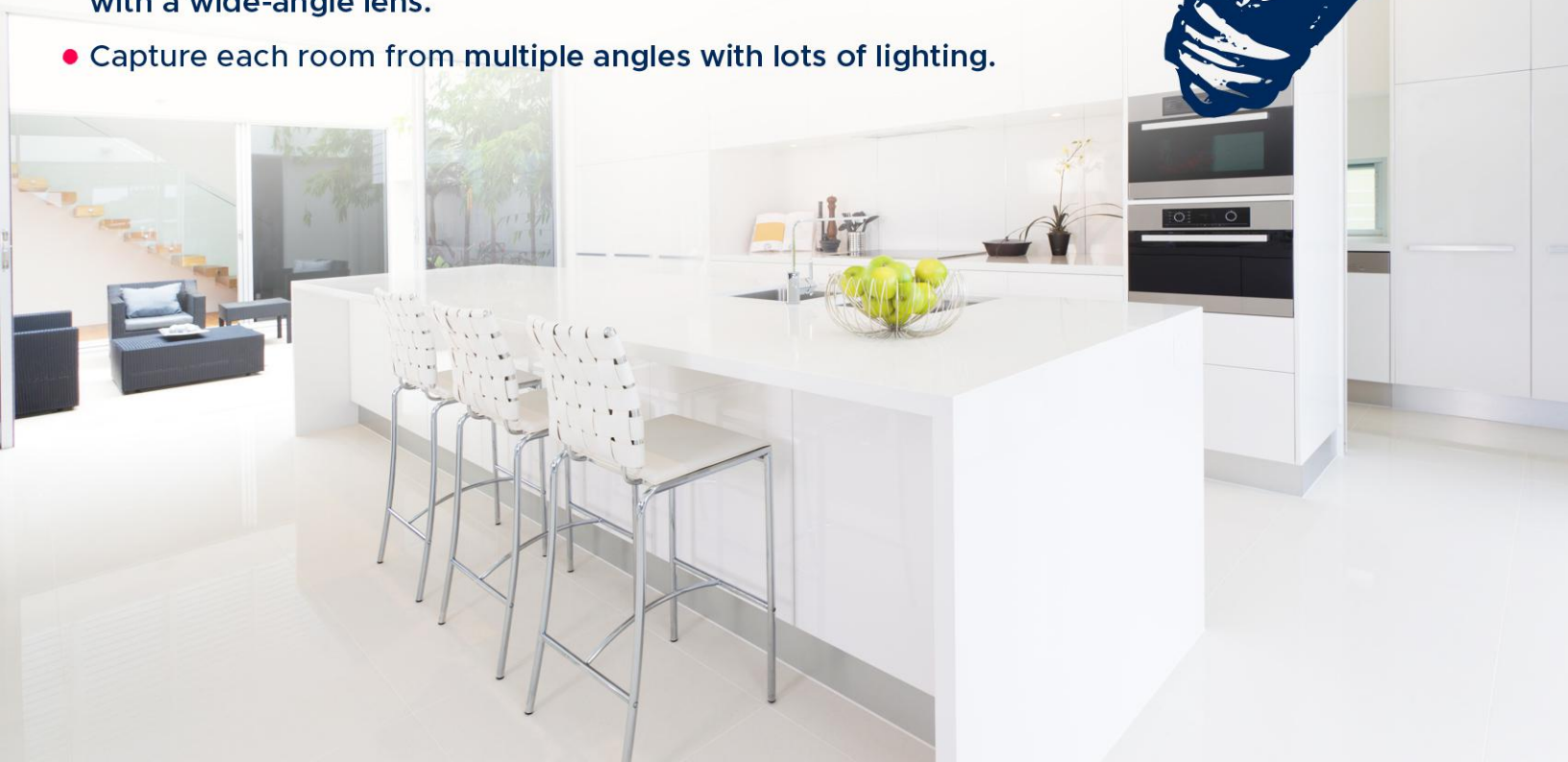
## MAKE SURE YOUR REAL ESTATE PHOTOGRAPHS DON'T SUCK!

It's hard to believe how, despite living in an Instagram world, some people still think images aren't that important for their listing. They think any photos from their phone will do. Nothing could be farther from the truth.

Don't skimp on this play because it will determine how many people actually show up to your open house or setup showings and how many offers you get after they leave. **If the pictures don't catch the buyer's eye, they'll keep scrolling and move onto the next listing, and you will have lost an opportunity.**

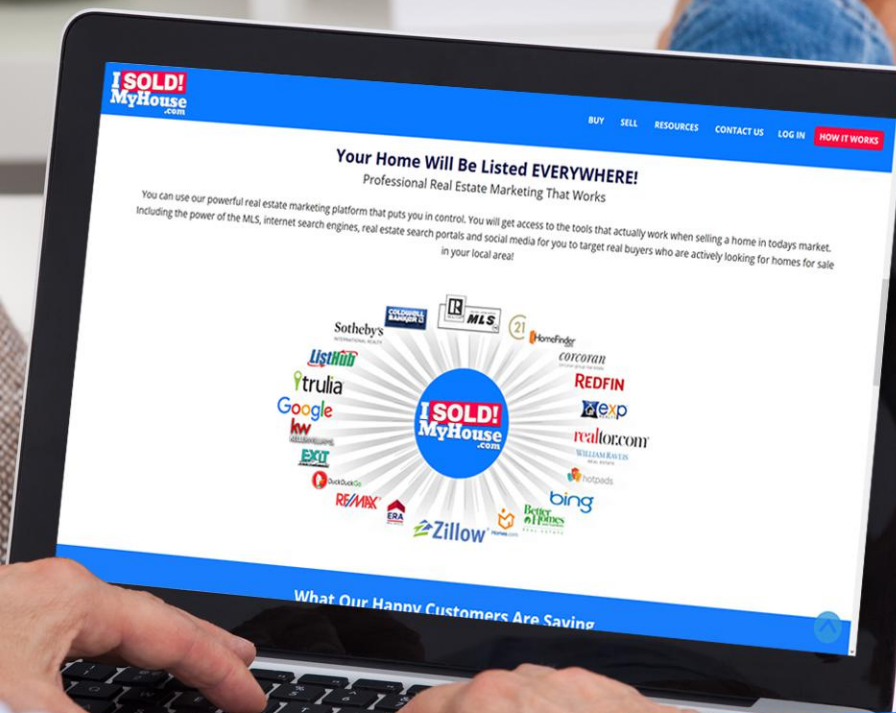
*Here's a few tips for getting the best photos of your home:*

- Photos will be the first glimpse buyers have of your property and how it would be judged online.
- It is best to invest a couple of hundred dollars in professional photos.
- If you insist on DIY photos, ensure you have a high-quality camera with a wide-angle lens.
- Capture each room from multiple angles with lots of lighting.





Play #5



## YOUR SECRET WEAPON

### Flat fee MLS Listing from ISoldMyHouse.com

If you have decided to sell your house on your own, you should seriously consider going with a flat fee MLS listing company instead of going 100% FSBO. The choice between the two is all about how much exposure to real and active buyers you want.

**ISoldMyHouse.com** is a Flat fee MLS broker that will list your home in the local Realtors MLS for a low flat fee but still allow the seller to sell FSBO.

Here's what you need to know about listing your home with flat fee MLS:

- Once your home is listed in your local MLS it will automatically post to Zillow, Realtor.com, and hundreds of other real estate websites and apps.
- This ensures **MAXIMUM** exposure for your home's listing and will dramatically increase the chances of a successful sale.
- Flat fee MLS listings mean sales commissions do not get paid to your listing agent, you just pay a low flat fee of a few hundred dollars.
- If a buyer's agent is involved in the sale you will still need to pay a buyer's agent's commission.
- **That means you still save 50% of the commissions** with a flat fee MLS listing.
- If a buyer is not represented by a buyer's real estate agent, you will avoid paying any commission at all!
- On a \$400,000 home sale you can save between \$12,000 to \$24,000!



## DON'T GET YOURSELF SUED OR FINED

Since this is not your profession or area of expertise, **properly inform yourself of all the rules and laws you need to follow when selling your home.** Remember, selling your own home is a very hands on job and you are 100% responsible for making sure it is done correctly.

*Here are very important items to make sure you comply with:*

- **Always abide by the federal and state laws** as any breach could result in being sued or other legal actions.
- **Always disclose the condition of your home** in accordance with state laws and never misrepresent any material facts.
- **Do not discriminate by following federal and state fair housing laws** and ensure to treat everyone equally.







## MARKET YOUR HOUSE TO ATTRACT OFFERS FROM LOCAL BUYERS

Marketing is everything nowadays. With so many homes competing for attention, you need to give it your all to distinguish yourself and get people to give you their time.

**Selling your home is like owning your own business.** If you don't advertise and market, you might not make any money.

*Here's the best marketing strategies for selling your home:*

- Word of mouth can be a great way to promote your house, tell everyone you know.
- Share your photos and listing on social media, including Facebook and Instagram. Always share into local neighborhood Facebook groups.
- Create an email blast to your contacts.
- Host open houses and show to interested buyers to showcase your home and get feedback.
- As discussed in step 5, the best marketing a FSBO can do is a flat **fee MLS listing from ISoldMyHouse.com!**



## BE A SHREWD NEGOTIATOR

After you've done all the aesthetic improvements and all the marketing to get your property the attention it deserves, it's time to focus on the real heart of the game — **negotiations.**

*Once you start receiving offers, here's the best negotiation tips to follow:*

- If you are not comfortable negotiating with buyers and agents now is the time to start to understand the mindset of buyers and their agents so you can learn to think like them and find out what their motivations are for buying your home.
- Having a friendly tone and keep your communications cordial to help keep the negotiation process smooth between both parties.
- If you receive multiple offers, have the buyers submit their highest and best offer by a certain date.
- If negotiation issues arise try to find a middle ground and see if a compromise is possible. Having a take it or leave it attitude can backfire.
- Once you agree to terms, draft a purchase and sale agreement to sign. Since it is a legal document, it's best to consult an attorney before signing.







## DON'T LET THE DEAL FALL THROUGH IN ESCROW

Even after you get to an agreement that satisfies both the buyers and you, there are still many details to finalize in escrow. **Pay close attention to every step of this process to keep your sale on track.**

*Here are the moves you should make to successfully navigate through escrow:*

- After you sign a purchase and sale agreement you enter the escrow stage. **Work diligently to keeping the deal moving forward towards closing.**
- If your buyers are performing a home inspection, **be prepared to have your home thoroughly inspected for defects and having to deal with any undisclosed issues.**
- If your buyers are getting a mortgage, **the bank will want to perform an appraisal to ensure the purchase price is in line with the current market value.**
- **Be prepared for possible renegotiations if the appraisal comes in low or the home inspection uncovers major defects.**
- It's a best practice to try your best to keep the deal together instead of having it fall apart and putting your home back on the market to find another buyer.



Play #10

## TURN OVER THE KEYS AT CLOSING



You made it to the endzone and scored the winning touchdown of the Superbowl. Ok, we are being dramatic but this is a very exciting time and calls for a celebration.

If you want to make this moment extra special, consider leaving a thoughtful note or putting the keys on a personalized keychain. It's not required, but it will be an unforgettable gesture for the new owners!



- ✓ You made it! Once the deal is closed and documents are signed, the key can be given to the buyer.
- ✓ You can be proud about selling your property without a real estate agent and saving a lot of money.

Purchase a Flat Fee MLS Listing and start the FSBO process off right!

[ISoldMyHouse.com](https://www.ISoldMyHouse.com)

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