



The FSBO Seller's

Support Kit

FOR SALE BY OWNER

Roadmap with Proven Strategies from
a Professional REALTOR®

LISS CARTAGENA & PARTNERS TEAM

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Understanding the FSBO Process

Selling your home without an agent may seem like a great way to save money, but it means taking on the full workload of marketing, showing, and negotiating all while managing the complexities of a large financial transaction.

Here are the key tasks you'll need to manage:

- Accurately price your home: Research local market trends, comparable sales, and unique features to determine a competitive listing price.
- Understand market conditions: You'll need to know whether it's a buyer's market or seller's market, whether it's typical to contribute to the buyer's closing costs and fees, and whether homes are selling above or below their asking price.
- Prepare your home for sale: Declutter, clean, repair, perhaps remodel or update, and stage your home to appeal to potential buyers.
- Create a comprehensive marketing plan: Take professional-quality photos, film a great looking video walk through, write a compelling description of the property, and promote your home on social media and FSBO websites.
- Determine what disclosures are legally required in your area, obtain the proper forms, and fill them out completely.
- Purchase for sale signs, create flyers and/or printed brochures.
- Coordinate and manage showings: Be available to schedule and conduct showings, answer buyer questions, and ensure your home is always presentable.
- Handle offers and negotiations: Review offers, counteroffers, and contingencies while staying level-headed and protecting your interests.
- Manage legal paperwork: Complete contracts, and other required documentation accurately and on time.
- Stay on top of critical deadlines: Missing key dates or failing to notify the buyer when action is required can lead to financial penalties or, in some cases, serious legal consequences.
- Communicate with professionals: Coordinate with inspectors, appraisers, title companies, and lenders to keep the sale on track.

Understanding the FSBO Process

This is a lot to manage, and mistakes can be costly. While some FSBO sellers navigate this successfully, many find it overwhelming without the support of an experienced professional. It's essential to know what you're getting into before you start.

If you choose to proceed on your own, take the time to fully understand each step of the process. But consider this...

According to the National Association of REALTORS®, FSBOs accounted for 6% of all home sales in 2024. The typical FSBO home sold for \$380,000, compared to \$435,000 for agent-assisted home sales.

This significant difference suggests that working with a licensed REALTOR® often results in a higher sale price, which can easily offset the cost of the agent's compensation.

It may be worth interviewing agents to see if you can net a high sales price even while hiring a professional to handle all the details for you.

Having said all that, let's get started.

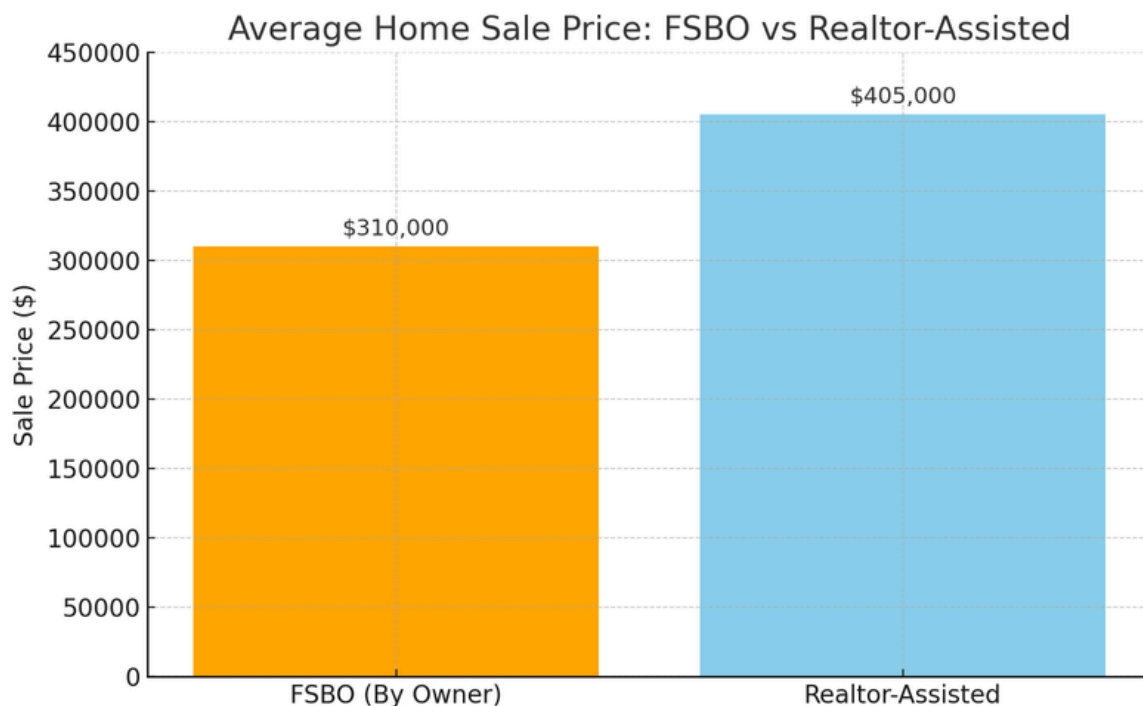
Pricing Your Home Accurately

Determining the right price for your home is critical. Price it too high, and it may sit on the market without interest. Price it too low, and you could leave money on the table. FSBO sellers often rely on online tools or gut feelings to set a price, but this can lead to significant mistakes.

How will you determine your asking price? Do not rely on sites like Zillow to tell you the home's value. They are notoriously inaccurate. In fact, Zillow's CEO sold his home for 40% LESS than the published Zestimate!

Consider hiring an experienced real estate agent or appraiser to determine the home's fair market value. This ensures a price that attracts serious buyers while maximizing your return. Keep in mind that buyers working with agents will also have access to detailed market data, so pricing fairly is essential to stay competitive.

Statistics show that homes listed with REALTORS typically sell for more than FSBO homes, often offsetting the cost of the agent's commission. While you're free to determine your own price, it's worth considering the expertise a professional brings to this critical decision.





Preparing Your Home for Sale

First impressions matter, and preparing your home for sale can mean the difference between attracting multiple offers and watching your property languish on the market.

Tasks like decluttering, deep cleaning, and making minor repairs are essential for presenting your home in the best light. Buyers often make decisions within minutes of seeing a property, so curb appeal, paint colors, and staging are crucial.

Remember, a well-prepared home often sells faster and for a higher price. Do your research to see what features buyers are looking for in this market (and willing to pay a higher price to have.) Do not invest in renovations that will lead to a poor return on investment.

Areas where it typically pays to invest in updating are:

Kitchens - counters, cabinets, and appliances

Bathrooms - double sinks with extra counter space and storage

Update flooring

Light fixtures, ceiling fans, faucets, doorknobs

Fresh paint inside and out

Marketing Your Home Effectively

Marketing is key to getting your home in front of qualified buyers. FSBO sellers often rely on yard signs, social media posts, and word of mouth. While these methods can work, they often fall short of the broad exposure needed to attract serious buyers.

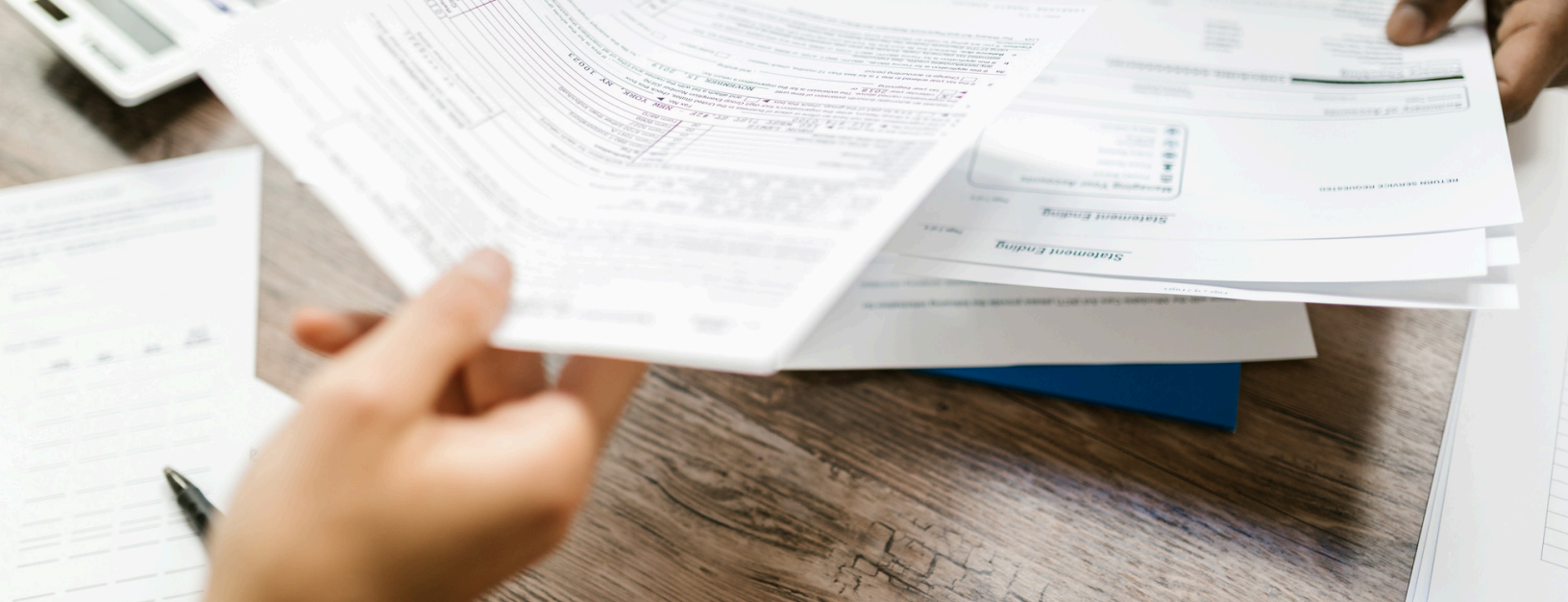
REALTORS have access to the Multiple Listing Service (MLS), which not only connects your home to thousands of agents and buyers locally, it will syndicate to websites all over the world and reach buyers who are relocating to your town. Additionally, professional photography, virtual tours, and strategic online advertising are tools that you should consider. Lack of advertising and marketing leads to a lack of showings, and usually a lack of offers.

When marketing your home, remember that exposure matters. The more eyes on your property, the more likely you are to attract the right buyer.

You are probably considering selling your home yourself in order to save money on the real estate agents' commissions. But consider this...

According to the National Association of REALTORS®, FSBOs represented 6% of all home sales in 2024, with the typical FSBO home selling for \$380,000.

In contrast, agent-assisted home sales averaged \$435,000. By working with a licensed REALTOR®, the higher sales price often not only offsets the agent's compensation but can also leave you with more money in your pocket at the end of the transaction.



Disclose, Disclose, Disclose

Disclosures are a vital part of the home-selling process, and as a seller, it's your legal responsibility to provide buyers with accurate, complete, and timely information about the property.

These forms are designed to protect both parties by ensuring that the buyer is fully informed about the home's condition and history before completing the purchase.

You'll need to know which disclosure forms are required in your area, such as the Lead-Based Paint Disclosure for homes built before 1978. Missing or improperly completing these forms can result in significant fines, delays, or even legal action. For instance, failing to provide a required lead-based paint disclosure can lead to steep penalties from federal authorities, regardless of whether the omission was intentional.

Additionally, disclosures must be delivered to the buyer within specific timelines. A delay in providing these forms can jeopardize the sale or give the buyer an opportunity to back out of the agreement.

If you're unsure about what forms are needed or how to fill them out correctly, consider seeking advice from a professional to avoid costly mistakes and ensure compliance with all regulations.

Navigating Showings and Buyer Questions

Scheduling and managing showings can be time-consuming, especially when balancing work, family, and other commitments. FSBO sellers must be available to answer calls, coordinate appointments, and accommodate buyer schedules. You may need to leave work during the day to go home for showings.

Potential buyers may also ask questions about the property, neighborhood, and terms of sale. If you're unprepared or unable to answer confidently, it could deter serious buyers.

Additionally, safety is a concern. Never leave medications, jewelry, or other high value items where buyers can get to them. Screening potential buyers and managing access to your home is vital. You'll want to ensure that only qualified, serious buyers walk through your door, saving you time and ensuring your safety.





Handling Offers and Negotiations

Receiving an offer is exciting, but the work doesn't stop there. Reviewing contracts, understanding contingencies, and negotiating terms require a careful and informed approach. FSBO sellers may find this stage particularly challenging, as even small mistakes can have significant financial consequences.

Experienced agents are skilled negotiators who advocate for their clients' best interests. They know how to navigate tricky situations, like lowball offers or requests for expensive repairs. Without this expertise, FSBO sellers may feel pressured to accept less favorable terms to close the deal. Remember, every dollar left on the table affects your bottom line. If negotiations feel daunting, it may be worth enlisting a professional who can maximize your results.

Legal and Financial Responsibilities

Selling a home involves a mountain of paperwork, from disclosure forms to contracts and closing documents.

Missing a required form or misunderstanding legal obligations can result in costly delays or even lawsuits. FSBO sellers are fully responsible for ensuring compliance with local laws and regulations.

REALTORS are trained to handle the legal and financial details of a home sale. They work closely with title companies, attorneys, and lenders to ensure a smooth process. Additionally, they stay updated on changes in real estate laws, which can be invaluable when navigating a complex transaction.

If you're not confident in your ability to manage the legal and financial aspects of your sale, consider consulting with a professional to avoid potential risks.



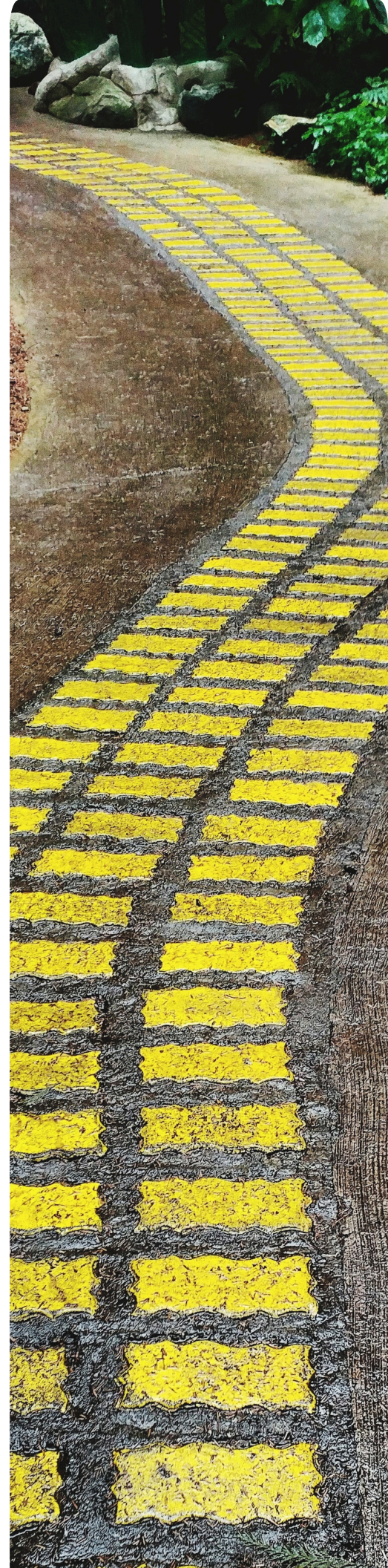
A La Carte Options for Support

Selling your home on your own is a significant undertaking, and it's completely normal to feel overwhelmed by the amount of work involved. Even if you're committed to the FSBO path, you don't have to navigate the process entirely alone. There are many ways I can assist you, even if you choose not to have me represent you in the transaction.

For example, I can:

- Provide a full Broker Price Opinion (BPO) to ensure your home is priced competitively and accurately.
- List your property on the MLS for a flat fee to increase its exposure to thousands of potential buyers.
- Handle all required disclosure forms and paperwork, ensuring they are completed correctly and delivered on time.
- Create and implement a professional marketing plan, including photography, virtual tours, and targeted advertising.
- Assist with negotiating offers and managing buyer communications.

These services are available individually, so you can get the help you need without committing to a full-service listing agreement. If you'd like to explore these options or have any questions, feel free to reach out. I'm here to support you and help make your home sale as successful and stress-free as possible.



About the Author

- Strong negotiator
- Stellar reputation among agents
- Multi-Million Dollar Seller
- Expert in Transitioning Homes
- Loaded with Resources
- Top Notch constant marketing
- Offer free staging
- Many financing options

Liss's knowledge and experience as a Mortgage Loan Originator and as an Investor, have equipped her with a WIDE range of solutions....where her long list of options continues to help folks where others stop.



Let's Discuss Your Options

I can provide insights into your home's potential market value, outline the benefits of a full-service approach, and help you determine if listing with me makes sense for your situation.

Still deciding? Check out my 5-star reviews, watch video testimonials from happy clients, or explore my YouTube playlist full of seller tips to see how I've helped others achieve their goals.

There's no pressure and no obligation, just honest advice to help you make the best decision for your needs. Let's work together to ensure your home sale is as successful and stress-free as possible.

352.877.1855

www.LissRealtorAndMortgage.com