

20

STEPS TO SELLING YOUR OWN HOME



We know that it is tempting to try to save the real estate commission earned by a real estate agent by selling your property yourself.

So, if you decide to market your own property, we invite you to consider the following steps that you must take in order to save the real estate commission.

**BERKSHIRE
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1

CONDUCT A MINI WALK-THROUGH

Give your place the once-over. Make notes of all items that need repair or improvements.

2

MAKE ALL NECESSARY REPAIRS

Make all necessary repairs and improvements before you begin to advertise your property.

3

DO YOUR RESEARCH

Researching pricing and terms of sales in today's market. Investigate prices in your area. Use that information to establish a realistic price for your property.

4

DETERMINE YOUR FINANCIAL ALTERNATIVES

Meet with local lenders and determine financing alternatives for prospective buyers.

5

MARKET YOUR HOME

Investigate rates and deadlines for online sites, newspapers and home magazines, etc. That will best advertise your property.

6

ESTABLISH A BUDGET

Establish an advertising budget. Then prepare a contingency advertising budget in case your home does not sell as quickly as you anticipate.

7

PREPARE A PROFESSIONAL AD

Prepare professional, compelling ads that will attract buyers. Place them in the appropriate publications. Upload materials to online sites.

8

TARGET OUT-OF-TOWN BUYERS

Prepare a plan to reach out-of-town buyers. They can account for a major portion of today's home purchases.

9

PURCHASE AN OUTDOOR YARD SIGN

Purchase "open house" signs and position them in areas along main thoroughfares, through local neighborhoods, and on your own your property.

10

PREPARE A FACT SHEET

Prepare a fact sheet outlining specific features of your home and the corresponding benefits to prospective purchasers.

11

SCHEDULE OPEN HOUSES

Schedule open houses on weekdays as well as weekends. Make your property more inviting with freshly cut flowers, scented candles and the aroma of freshly baked bread or cookies.

- 12** | **ADVERTISE YOUR OPEN HOUSE**
Purchase “open house” signs and position them in areas along main thoroughfares, though local neighborhoods, and on your property. Be sure to remove them after each open house.
- 13** | **ALWAYS BE AVAILABLE**
Be available to walk through the property with perspective buyers to answer questions, and offer information about local schools, parks, shopping, etc.
- 14** | **RESPOND PROMPTLY TO INQUIRES**
Respond promptly and learn how to separate “lookers” from qualified buyers. Ask for names and phone numbers and be sure to follow up.
- 15** | **BE PREPARED TO NEGOTIATE**
Be prepared to deal with buyers as though you are an impartial third party. Remain calm and refrain from emotional outbursts.
- 16** | **GATHER ALL THE PROPER FORMS**
Obtain all forms necessary for the legal sale of real estate property including *Deposit Receipt & Offer To Purchase*, *Buyers Cost Sheet*, & *Seller’s Disclosure Form*.
- 17** | **DETERMINE YOUR FINANCING**
Determine the types of financing that you are willing to consider, such as *FHA*, *VA*, *Seller Carryback First Loan*, *Conventional Loan with Seller* and *USDA*, if your property is eligible.
- 18** | **NEGOTIATE THE FINAL TERMS OF SALE**
Negotiate with buyers all final terms of sale including price, financing, inspections, date of closing, date of possession and other pertinent considerations.
- 19** | **PLAN A FINAL WALK-THROUGH**
Plan a final walkthrough with the buyer before the settlement process is complete in order to resolve any disputes. Have a witness present.
- 20** | **LOCATE AND NEGOTIATE YOUR NEW HOME**
While you are marketing your current property, locate and negotiate to purchase your next home. Try to schedule both transactions so that they close simultaneously.



I'M HERE FOR YOU!

Many people are very comfortable in the role of “For Sale By Owner.” You may find that you are one of those people. Whether you choose to sell your property alone or prefer to work with a real estate sales professional, I will be happy to help you at any stage of your home selling process. Don't hesitate to contact me with any questions.



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