



**CENTURY 21**® *Beggins Enterprises*

# THE FSBO GUIDE

PRESENTED BY C21 BEGGINS ENTERPRISES





## WHAT THIS GUIDE IS FOR..

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SELLING YOUR HOME YOURSELF MAKES SENSE. MOST BROKERAGES FIGHT IT. WE ACTUALLY SUPPORT IT. WHY NOT TRY? WITH THAT SAID, WE ALSO KNOW AFTER 27 YEARS OF SELLING HOMES, IT'S NOT ALWAYS EASY AND THERE ARE PROBABLY THINGS YOU NEED/SHOULD DO IF YOU WANT TO PUT YOUR HOME IN THE BEST POSITION TO SELL. THIS GUIDE IS DESIGNED TO SERVE AS A CHECKLIST TO ENSURE YOU HAVE THE GREATEST CHANCE TO GET YOUR HOME SOLD. OF COURSE WE ARE ALWAYS HERE FOR YOU IF YOU NEED ANYTHING ELSE.

-THE C21 BEGGINS TEAM

# USING THIS GUIDE SHOULD...

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- HELP YOU GET THE PRICE YOU NEED/WANT.**
- HELP YOU WITH THE COMPLEXITIES OF THE PAPERWORK.**
- HELP YOU TO SELL IN THE TIME FRAME YOU NEED.**
- HELP YOU TO KNOW WHAT YOU SHOULD FIX UP AND PREPARE SO THE HOME IS READY TO BE SOLD.**
- HELP UNDERSTAND ALL OF THE VARIABLES INVOLVED IN SELLING YOUR HOME AND BE PREPARED FOR THEM.**

# EXPOSURE IS THE KEY.

HERE ARE SOME EASY, MUST DO TASKS:

## PUT A SIGN IN THE FRONT YARD.

WE KNOW. SEEMS OBVIOUS. YET, ONLY 22% OF FSBO'S DO THIS. ALSO, LITTLE INSIDER SECRET, OUR NUMBER ONE SOURCE FOR BUYERS ON OUR LISTINGS IS FROM SIGN CALLS.

## TEXT IT TO YOUR FRIENDS & FAMILY

YOUR FRIENDS AND FAMILY ARE A GREAT SOURCE FOR WORD OF MOUTH MARKETING AND WHO KNOWS, MAYBE THEY ARE LOOKING.

## LIST ON THE INTERNET

MAKE SURE YOU CREATE YOUR LISTINGS ON ZILLOW AND OTHER FSBO SITES. THE MORE YOU CREATE THE MORE EXPOSURE YOU WILL GET. KEEP IN MIND, HIGH QUALITY VIDEO AND PHOTOS WILL GO A LONG WAY.

## MLS WEBSITE

THERE ARE SERVICES WHERE YOU CAN PAY A FEE TO GET THE HOME ON THE MLS. THIS WILL GIVE YOU EXPOSURE TO THE AGENT COMMUNITY. 97% OF BUYERS ARE REPRESENTED SO THIS IS A GREAT WAY TO GET IN FRONT OF THEM.

## SOCIALS

POSTING THE HOME ON EACH SOCIAL PLATFORM IS A MUST. ORGANIC REACH WILL ONLY GO SO FAR. CONSIDERING RUNNING TARGETED ADS TO DRIVE BUYERS YOUR WAY. THIS IS A STANDARD FOR ANY HOME WE REPRESENT BECAUSE IT DRIVES RESULTS.

# PRICING/POSITIONING YOUR HOME

THINK ABOUT POSITIONING RATHER THAN PRICING. WE NEVER PRICE A HOME. WE POSITION IT. THINK ABOUT YOUR HOME BEING A PRODUCT ON A SHELF. YOU NEED TO UNDERSTAND WHAT WOULD MAKE SOMEONE BUY YOUR PRODUCT VERSUS THE COMPETING ONES RIGHT NEXT TO IT. IN ORDER TO DO THAT, HERE ARE A FEW SUGGESTIONS:

- SEARCH YOUR COMPETITION**  
USE SITES LIKE ZILLOW TO SEE WHAT OTHER COMPARABLE HOMES ARE IN YOUR AREA THAT YOU MAY BE COMPETING WITH. WHAT ARE THEY PRICED AT? HOW LONG HAVE THEY BEEN ON THE MARKET? HOW DO THEIR FEATURES COMPARE TO YOURS? HOW ARE THE DESCRIPTIONS WRITTEN? HOW DO THEIR SCHOOLS COMPARE TO ONES YOUR HOME IS ZONE FOR?
- GO SEE THEM**  
PICTURES ARE ONE THING. YOU NEED TO ACTUALLY SEE THEM. ATTEND AN OPEN HOUSE. SCHEDULE A SHOWING. GO PHYSICALLY SEE HOW YOUR HOME COMPARES.
- TIME VS. MONEY**  
THIS IS THE MOST IMPORTANT QUESTION YOU NEED TO ANSWER FOR YOURSELF. DO YOU WANT TO TAKE YOUR TIME AND HOPEFULLY GET MORE MONEY, OR SELL QUICKER AND MOVE ON? THIS QUESTION DETERMINES WHERE YOU POSITION YOUR HOME COMPARED TO THE ONES YOU HAVE LOOKED AT AND VIEW AS COMPETITION.

# SAMPLE HIGH LEVEL VALUE RANGE:

VALUE IS 100% ON YOUR ACTIVE COMPETITION AND ULTIMATELY WHAT IT WILL APPRAISE FOR. ON A HIGH LEVEL SCALE RECENT SALES CAN HELP ESTABLISH AN ACCURATE RANGE. MOST BROKERAGES USE 2 MAIN SOURCES FOR COMPS. RPR AND AVM. HERE ARE THOSE RANGES FOR YOUR HOME.

**AVM SUGGESTED PRICE: \$294,200**

AVM RANGE: \$254,300-\$334,200

**RPR SUGGESTED PRICE: \$265,900**

AVM RANGE: \$247,371-284,609

**POTENTIAL LIST PRICE: \$280,050**

DEPENDING ON HOW QUICKLY YOU'RE LOOKING TO SELL. FOR A FULL STRATEGIC PRICE ANALYSIS, CONTACT ME.

# OTHER SUGGESTIONS:

- GET AN APPRAISAL DONE**  
WHY? BECAUSE WHEN PRICING, IT'S IMPORTANT TO KNOW WHAT THE BANK WILL LEND ON. THEY WILL USE AN APPRAISAL TO DETERMINE THIS. SO YOU SHOULD KNOW WHAT THEY WILL COME BACK WITH.
  
- GET AN INSPECTION DONE**  
WHY? BECAUSE THE BUYER WILL. IT'S IMPORTANT TO KNOW WHAT/IF THERE ARE ANY ISSUES. THIS WAY YOU CAN ADDRESS THEM UPFRONT. MORE IMPORTANTLY, BECAUSE YOU ARE SELLING FSBO, BUYERS AND THEIR AGENTS TEND TO BE EXTRA SKEPTICAL AND WILL DISCOUNT FOR "UNKNOWN". YOU CAN MITIGATE ALL OF THAT WITH AN INSPECTION REPORT BEING PROVIDED UPFRONT.
  
- OFFER A HOME WARRANTY**  
IF YOU TRULY WANT TO POSITION YOUR HOME ABOVE THE OTHERS, OFFER A HOME WARRANTY. THEY COST LESS THAN YOU THINK AND THEY WILL PROVIDE A TON OF COMFORT TO BUYERS. IT WILL PUT YOUR HOME A STEP ABOVE THE OTHERS.

\*\*\* FOR A LIST OF CONTACTS THAT WE USE FOR OUR APPRAISALS, INSPECTIONS, AND HOME WARRANTIES SEE THE CONTACTS PAGE IN THIS GUIDE

# THE PAPERWORK

THIS SIDE OF THE BUSINESS IS TYPICALLY WHERE AN AGENT BRINGS THE MOST VALUE. IT'S COMPLEX, CHANGES ALL OF THE TIME AND CARRIES SERIOUS LIABILITY IF NOT DONE CORRECTLY. THAT'S WHY WE WANT TO HELP KEEP YOU OUT OF TROUBLE.

## THE CONTRACT

IN FLORIDA, THERE ARE THREE MAIN TYPES OF REAL ESTATE CONTRACTS: THE FLORIDA REALTORS (FR) CONTRACT FOR RESIDENTIAL SALE AND PURCHASE (CRSP-14), THE FLORIDA REALTORS/FLORIDA BAR ASSOCIATION (FR/BAR) CONTRACT FOR RESIDENTIAL SALE AND PURCHASE, AND THE FLORIDA REALTORS/FLORIDA BAR ASSOCIATION (FR/BAR) "AS IS" CONTRACT FOR RESIDENTIAL SALE AND PURCHASE. THE MOST COMMONLY USED ARE THE FR/BAR AND FR/BAR "AS IS".

## STANDARD CONTRACT

THIS CONTRACT IS CONSIDERED TO BE THE MOST ADVANTAGEOUS FOR BUYERS. IT INCLUDES ALL OF THE NECESSARY DISCLOSURES AND CLAUSES NEEDED AND REQUIRED BY BOTH PARTIES. DUE TO THE PROPERTY INSPECTION CLAUSES IT HELPS THE BUYER AND GIVES MORE TIME AND LEEWAY TO CANCEL.

## "AS IS" CONTRACT

THIS CONTRACT IS ESSENTIALLY THE SAME AS THE FR/BAR WITH ONE MAJOR DIFFERENCE. IT GIVES A SPECIFIED INSPECTION PERIOD. DURING THIS TIME THE BUYER CAN INSPECT AND MAKE REQUESTS ON REPAIRS/PRICE. ONCE ACCEPTED BY BOTH SIDES THAT HOME IS SOLD "AS IS".

\*\*\* WE HAVE PROVIDED COPIES OF OUR CONTRACTS IN THIS GUIDE



# ALL OFFERS ARE NOT EQUAL

GETTING AN OFFER IS EXCITING. BUT HOW DO YOU KNOW IF IT'S A GOOD OFFER? IF YOU GET MULTIPLE OFFERS, WHICH ONE IS BETTER?

## ESCROW

HOW MUCH ARE THEY PUTTING DOWN INTO ESCROW. THIS SHOWS HOW SERIOUS THEY ARE. YOU WANT AS MUCH AS POSSIBLE.

## INSPECTION PERIOD

HOW LONG OF AN INSPECTION PERIOD ARE THEY ASKING FOR. THE SHORTER THE BETTER FOR YOU.

## FINANCE APPROVAL PERIOD

HOW LONG ARE THEY ASKING TO GET THEIR LOAN APPROVED? THEY SHOULD NOT NEED 60 DAYS TO FIND OUT IF THEY QUALIFY. THE SHORTER THIS PERIOD THE BETTER.

## WHICH CONTRACT?

IN MOST CASES YOU WANT TO USE AN "AS IS" CONTRACT. IF THEY ARE WILLING TO ACCEPT THAT THEN IT IS USUALLY A STRONGER OFFER.

SOME ADDITIONAL TIPS:

CALL THEIR LENDER AND ASK WHERE THEY ARE IN THE PROCESS. FIND OUT HOW QUALIFIED THIS BUYER REALLY IS. HAVE THEY SEEN THEIR PAY STUBS? RAN CREDIT? ETC.

EVEN IF IT'S ALL CASH. HAVE YOU SEEN PROOF OF FUNDS?

# UNDERSTANDING THE PROCESS

THERE ARE A TON OF STEPS INVOLVED IN A SUCCESSFUL SALE. IT CAN BE OVERWHELMING. WHICH IS WHY WE WANTED TO CREATE A SIMPLIFIED LIST TO HELP YOU:

- ✓ **RESEARCH THE MARKET AND FIND COMPETITION**
- ✓ **HAVE PROFESSIONAL PHOTOS AND VIDEO TAKEN**
- ✓ **CREATE LISTINGS ON ALL SITES AND SOCIAL CHANNELS**
- ✓ **PUT SIGN UP IN THE YARD**
- ✓ **GET THE HOME ON THE MLS AND ENSURE YOU MEET THEIR COMPLIANCE STANDARDS**
- ✓ **GET AN APPRAISAL DONE**
- ✓ **GET AN INSPECTION DONE**
- ✓ **GET COPIES OF YOU HOA AND CDD DOCS AND RECENT MEETING NOTES**
- ✓ **MONITOR COMPETITION TO ADJUST TO MARKET CONDITIONS.**
- ✓ **KEEP THE PROPERTY CLEAN, MAKE MINOR REPAIRS, AND KEEP THE HOME SHOW READY.**
- ✓ **HAVE THE CONTRACT READY TO GO.**
- ✓ **VET THE OFFERS**

# OUR CONTACTS

FEEL FREE TO CONTACT ANYONE BELOW DIRECTLY TO HELP YOU WITH YOUR SALE. THESE ARE ALL COMPANIES WE HAVE AND CONTINUE TO DO BUSINESS WITH. THEY ARE VETTED AND QUALIFIED.

## **INSPECTIONS:**

SURVEY EAGLE INSPECTIONS  
CALL BRANDON 813-955-4865

## **FINANCING FOR POTENTIAL BUYERS:**

GROW FINANCIAL  
BRIAN SKINNER 813-853-3745

## **APPRAISALS:**

GATEWAY APPRAISAL SERVICES  
727-215-1817

## **HOME WARRANTY:**

.GLOBALHOMEUSA.COM

## **TITLE:**

PARAMOUNT TITLE-  
(813) 591-2223