

6 Offer Incentives

Offer to pay closing costs or include appliances in the sale. Every buyer wants to feel like they're getting a good deal. By offering incentives up front in your asking price, you'll attract a broader market and set yourself apart from the competition.

7 Don't Lurk!

Viewing a home while the owner is present can be unnerving. Give buyers space while touring your home so that they feel comfortable discussing your home's strengths and weaknesses. Invite them to open all doors and look inside cabinets.

8 Hire a Real Estate Attorney

There are many laws in place to protect consumers during the home buying process. The contracts and disclosures can also be tricky to navigate. Protect your interests and the buyer's by hiring a real estate lawyer. He/she can handle all paperwork, make sure you have fulfilled your legal obligations in disclosure, hold funds in escrow, help you with title insurance, and facilitate the closing.

9 Partner with a Mortgage Professional

Make sure that buyers are able to purchase your home before entering into the

negotiation process. A mortgage originator can assess a buyer's finances and determine whether or not they could secure a mortgage for your home.

10 Don't Move Out Early

Vacant homes are harder to sell. Not only are they cold and uninviting, but buyers often have a difficult time judging the size of rooms when they are empty. They also weaken your position during negotiations as the buyer will know you've already bought another home and may be juggling two payments.

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FOR SALE BY OWNER



10 Tips to Help You Sell Your Home Yourself

FSBO: 10 Tips to Help You Sell Your Home Yourself

When it comes time to sell, many homeowners are tempted to sell the home themselves. In 2008, For Sale By Owner (FSBO) listings accounted for 13 percent of all home sales. Unfortunately, these listings often languish on the market until desperate owners slash the asking price to get a sale.

This doesn't have to be you! With some preparation, market knowledge, and these inside tips, you could be on your way to getting top dollar for your FSBO.

1 Price Right

Arriving at the right sales price is a difficult task, but critical for a fast sale. If you price too high, you risk scaring off buyers. If you price too low, you lose valuable profit. So how do you determine the right price?

Research recent sales in your immediate neighborhood, then calculate the average price per square foot. Let this average and the listing prices of competing listings be your guide.

Allow a little wiggle room for negotiations and possible price reductions, but be careful not to add too much. If your price exceeds that of the competition by 5 percent or more, buyers will pass you by.

2 Top Condition for Top Dollar

When trying to get the full value out of your home, condition is everything. Before listing

your house, spend some time and a little money preparing it for market.

Fix broken shutters, touch up paint, oil door hinges, patch walls, and replace the washers on leaky taps.

Tour some open houses in your area to get a feel for the neighborhood standard, then bring yours up to scratch. Update lighting fixtures, replace laminate countertops, put new hardware on cabinets and have your carpet and upholstery professionally cleaned. Don't underestimate the effect that small improvements can make on the overall perceived value of your property!

3 Curb Appeal

Put your home's best foot forward by creating an inviting exterior. Keep your lawns green and clean. Power wash walkways, porches, and the driveway. Put a pot of bright flowers on the porch and lay out a clean welcome mat. Wash windows until they sparkle and make sure roof and gutters are free of debris. Make sure your house number is easy to see from the street. Welcome buyers with a well lit porch and a seasonal wreath on the door.

4 Show Time

Get the inside of your home showcase ready by first scrubbing every room from top to bottom. De-clutter aggressively, leaving only a few simple décor items displayed. Paint rooms in modern, neutral tones. By toning down your own



personal style, you help buyers visualize themselves in the home. For ideas on staging rooms, look through some recent home magazines and catalogues.

Scale down furniture to make rooms feel larger and let in plenty of natural light. Deodorize carpets and air out all the rooms. Before a showing, light a few

candles and brew some flavored coffee to fill the home with an inviting aroma.

5 Market Like a Pro

Now that your home is in tip top shape, it's time to put a sign in the yard! Buy one from your local hardware store and pick up an attachable brochure box. Take quality pictures of the outside and inside of your home and create a property flyer. Free templates online will take the guess work out of this. Be sure to include the listing price, the square footage, number of rooms and other property details you find relevant. Keep the brochure box well stocked and display some on the kitchen counter for showings.

List the home on major real estate websites and advertise it in the Sunday paper. Schedule regular open houses on Saturday and Sunday afternoons. On these days, put out open house signs around the neighborhood to guide drive-by's your way. Invite neighbors to stop by and give them some flyers. Remember that it's in their best interest for you to sell your home fast and for a good price! Ask them to pass flyers on to friends and family that they would like to have as neighbors.