



For Sale By Owner "HelpKit"

Compliments of *James B Benjamin*

Phone # 407-492-8620

www.TheBenjaminsOnline.com/downloads



*The information in this **For Sale By Owner "Help Kit"** is designed to assure a quick and successful sale of your home. There is no cost or obligation to you.*

The recommendations and checklists in the program are the result of years of experience helping owners sell and move. I offer it to you based on my Core Value of "Get by Giving." Studies show that more than 7 out of 10 owners eventually choose a broker to help them sell, or to help their buyer sell.

*I figure if I give you something of value, you may **REMEMBER ME WHEN THE TIME COMES FOR YOU OR YOUR BUYER TO USE MY SERVICES.***

Checklist

The following checked items are in your customized package:

- Writing Effective Ads**
Tips on how to make the phone ring with more buyer calls. Like supply and demand, the more buyers you have for something, the more it could sell for.
- Advertising Budget Planner**
Rate sheet for planning local advertising. How to calculate total ad costs based on average market time and weekly rates.
- Answering Inquiries**
Tips on how to convert ad calls, sign calls and internet inquiries into showings.
- Preparing Your Home For Showing And Sale**
Tips on how to present your home in the best light to prospective buyers, and information to have ready to answer buyer questions.
- Pricing Strategy Analysis**
A series of questions designed to help you arrive at an attractive market price.
- Vendors to Call**
A list of who you will need to call to complete a sale and what each vendor does for you.
- Caveats**
A list of things to look out for to avoid legal entanglements.
- 3 Facts Every For Sale By Owner SHOULD KNOW**
- Guest Registry**
How to keep track of who sees your home, so that you can follow up and capture that "right" buyer; also, security considerations.



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WRITING EFFECTIVE ADS

1. List all of the best features of your home and pick the top 5.
2. Use an attention-getting opening statement about the home.
3. Less is more. Include some facts about the house (bedrooms, baths, price, etc.) but keep it brief.
4. Use words that appeal to all of the senses.
5. Focus your copy on the items on your top 5 list.
6. Avoid exaggerating the features of your home that you like best, as they may not be the features the buyer likes best.
7. Include your name, phone number, email address and web site.
8. Use photos to show the best feature of the house vs. the standard front shot.
9. End with a call to action: "For a private showing, call 555-1234 today."
10. According to the Newspaper Association of America, here are the top things a buyer wants to know about a property:
 - a. Location
 - b. Price
 - c. Type or style
 - d. Square footage
 - e. Bedrooms
 - f. Bathrooms
 - g. Lot size
 - h. Amenities
 - i. Garage size
 - j. Phone number



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ADVERTISING BUDGET PLANNER (sample)

Budget Planning Steps	Amount \$
Step 1 Determine individual ad costs	
Average cost of local newspaper classified ad per line:	\$9
Average cost of metropolitan newspaper classified ad per line:	\$13
Average cost of display ad per inch:	\$12
Step 2 Determine weekly/monthly ad costs	
Average number of lines for effective ad:	5
Cost to run ad per week (local):	\$45
Cost to run ad per week (metro):	\$65
Cost to run display ad monthly (6 inch vertical):	\$144
Step 3 Determine marketing time	
Average market time if selling without a Realtor:	220 days
Number of weeks ad would run:	31
Step 4 Determine total ad costs	
Average costs of ads x total estimated marketing time	
TOTAL COST OF ADVERTISING:	\$4,418



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ANSWERING INQUIRIES

1. To generate more inquiries, don't put everything about your property in the ad. This gives the reader a reason to call and find out more.
2. Remember your objective in handling inquiries is to cause the caller to want to see the house. You can't sell a house over the phone.
3. If you are running an ad in the paper, make sure you are available to handle inquiries during peak response times, especially evening and weekends. Always put your phone number on your yard sign, so that drive-by shoppers know how to contact you for showings. If you are running an ad on the Internet, respond to email inquiries with an invitation to call for a showing appointment.
4. Always thank the person for calling about your house. It's a polite and friendly way to start a conversation.
5. Always trade names with the caller, and ask for their phone number, so that you have a record of who inquired for follow up.
6. The caller will usually ask you questions about your house right at the beginning of the call. Always give a direct answer to a direct question and then, to keep the conversation going, ask a probing question of your own.

Example:

Q: How many bedrooms does your house have?

A: We have three bedrooms. How many were you looking for?

7. Invite questions from the caller by asking, "What can I tell you about the house?"
8. Before agreeing to an appointment for a showing, always ask the caller, "Have you been pre-qualified by a lender in my price range?" This will avoid getting tied up in a contract with a buyer who cannot afford your home.
9. Before agreeing to a showing, always ask the caller if they have to sell their present home first in order to buy yours. Studies show that 7 out of 10 buyers are really lookers who cannot buy until their home is sold, and their home isn't even on the market yet. Set the asking price comparable to similar homes in your area which have sold recently.



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PREPARING YOUR HOME FOR SHOWING AND SALE

- Secure all necessary legal documents and use them to protect yourself from fraud.
- Both the purchase and lender will require satisfactory proof that you have a good title to the property.
- Buyers and lenders will want a satisfactory survey including all easements, rights of way and encroachments.
- Have current tax information available.
- Have all utility bills available.
- Have information about your insulation type and thickness available.
- Have all warranties on roof and appliances available.
- Check your property with a critical eye. Buyers will look for faults which could cost them money to remedy.
- Clean up, fix up and paint. You have only one chance to make a good first impression, so lavish time, money and energy on curb appeal.
- Rearrange the furniture to create the most open space. If you have too much furniture, remove some and store it. Six very important words: No clutter, no clutter, no clutter!
- Keep the house immaculate at all times, since showings are not scheduled events. Remember that you are competing against professionally decorated builder's model homes. Pay particular attention to the bathrooms and the kitchen. In the bathrooms, towels should be fresh and clean, sinks and baths scrubbed, and the floor freshly cleaned. In the kitchen, make sure all dishes are put away and countertops and sinks cleaned.
- Turn off the TV. Play soft music. Build a fire in the fireplace. Open the shades and turn on the lights. Check the thermostat to make sure that the house is at a comfortable temperature.
- Keep children and pets out of the way during showings.
- Get every buyer's name and phone number for follow up. Almost no one buys a home on the first visit.
- Give all family members assigned jobs in advance that will go into action when a short-notice showing is scheduled. Everyone must know their duties and carry them out, so that you don't end up banging into one another trying to get everything done quickly.



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- ❑ Open every window covering. All drapes, curtains and blinds should be positioned to let in maximum light. Buyers like a house to be "light and bright," so accommodate them! Turn on as many lights as possible.

- ❑ Make sure the house *smells* good. Baking cookies, often recommended, may be overdoing it, but pet odors, smoke, or greasy cooking odors definitely will **not** work! Air out the house just before the scheduled showing, but close the windows (unless it is a perfect day) before they arrive.

- ❑ Make sure **Fact Sheets** are available and easily accessible. (The dining room table is an ideal place for them.)



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PRICING STRATEGY ANALYSIS

1. Is the local market rising, falling or staying even?

RISING

FALLING

STAYING EVEN

2. Is my opinion of value based on actual neighborhood sale prices?

YES

NO

3. How many homes in the area are competing against mine right now? _____

4. How does mine compare?

PLUS

MINUS

EVEN

5. Have any neighborhood homes been on the market too long?

YES

NO

If YES, Why?

PRICE

CONDITION

OTHER

6. Is my home consistent with larger or smaller homes in the surrounding area?

LARGER

SMALLER

7. Are my financial needs influencing my asking price?

YES

NO

8. Is my original purchase price influencing my asking price?

YES

NO

9. Am I willing to price it right and stand firm?

YES

NO

10. Are the benefits of moving important enough to price my home at market value?

YES

NO



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NECESSARY VENDORS

VENDOR	CONTACT	PHONE	WHAT THEY DO
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Home Inspections

_____			Compliance with regulations on habitability
-------	--	--	---

Home Warranty Companies

_____			Protect you and the buyer from major defects such as roof, furnace, appliances
-------	--	--	--

Title Companies

_____			Research and prepare clear title to the property
-------	--	--	--

Insurance Companies

_____			Protect you against flood, injury claims, theft, etc.
-------	--	--	---

Mortgage Companies

_____			Lends the money to your buyer
-------	--	--	-------------------------------

Surveyors

_____			Review and prepare legal map of property, lot, dwelling
-------	--	--	---

Appraisers

_____			Prepare report on value to protect the lender and the buyer
-------	--	--	---

Termite Companies

_____			Inspect home for presence of pests and damage
-------	--	--	---

Repair Contractors



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General repairs, painting, glazing, furnace, A/C, plumbing, etc.

For the House

Moving and storage, lighting, sprucing up the outside, open house catering, lawn care, window replacement, interior cleaning, storage, carpet cleaning, lawn care, etc.



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CAVEATS (How Not To Get Sued)

- Seller's disclosure completed
- Escrow account set up
- Use a legal purchase/sale agreement
- Use the services of a reputable title/mortgage/escrow company
- Pull all permits
- Follow all rules for signage and marketing
- Make clear in writing what is and is not included
- Have survey done
- Maintain consistent/regular communication with all parties involved
- Avoid discrimination
- Make an inspection mandatory
- Invest in a home warranty
- Document all communication in writing
- Hire an attorney who specializes in real estate
- Keep all documents
- Hire a Professional Real Estate Agent



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3 FACTS EVERY FOR SALE BY OWNER SHOULD KNOW

Fact #1

Real estate brokerage has been part of our society, and Sellers have been paying full brokerage commissions, for over 200 years.

Would you agree that nothing lasts that long in our society unless there is real value there?

Would you agree that Sellers wouldn't have been paying Realtors for their services for over 200 years unless Realtors were worth more than they were charging?

Fact #2

7 out of 10 owners end up having to choose a broker to help them sell, or having to change their plans, sometimes when it is too late to save them from costs they could have avoided.

Would you be curious to know why?

Fact #3

As a licensed Realtor, I can generally sell a house for more money than a private owner can, and I can generally sell it in less time.

Would you be curious to know how?

I would be happy to share with you the SIX OBVIOUS REASONS how and why these 3 FACTS are true.



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GUEST REGISTRY

Name: _____ Phone Number(s): _____
 Address: _____ E-Mail Address: _____
 Are you pre-qualified _____ Do you currently own or rent a home _____ When do you want to be in your new home _____
 Remarks: _____

Name: _____ Phone Number(s): _____
 Address: _____ E-Mail Address: _____
 Are you pre-qualified _____ Do you currently own or rent a home _____ When do you want to be in your new home _____
 Remarks: _____

Name: _____ Phone Number(s): _____
 Address: _____ E-Mail Address: _____
 Are you pre-qualified _____ Do you currently own or rent a home _____ When do you want to be in your new home _____
 Remarks: _____

Name: _____ Phone Number(s): _____
 Address: _____ E-Mail Address: _____
 Are you pre-qualified _____ Do you currently own or rent a home _____ When do you want to be in your new home _____
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Name: _____ Phone Number(s): _____
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