

This simple checklist will help walk you through the FSBO experience.

Plan Your FSBO Campaign

- ☐ Learn everything you can about selling a home and the FSBO process in general. Read books and do research online.
- ☐ Draw up a feasible timeline for making the sale and moving out of your home.

Research the Market

- ☐ What is the overall tone of the regional market?
- ☐ What is the average time on market for homes in your community and neighborhood?
- ☐ Are most homes selling at, above, or below asking price? In other words, is it a Buyer's or Seller's Market?
- ☐ How are other homes for sale in your neighborhood priced and how do they compare to your home?

Price Your Home

- ☐ Have a Comparative Market analysis done.
- ☐ Use an Online Home Appraisal site to get an estimate of your home's value.
- ☐ Have a professional on-site appraisal done.
- ☐ Set your listing price and decide on the lowest final selling price you will accept after closing costs and other expenses.

Calculate Expenses & Costs Associated with the Sale

- ☐ Calculate outstanding property taxes and plan a way to pay them if needed.
- ☐ Be sure that any liens and outstanding construction or repair bills are paid off.
- ☐ Calculate any commissions or fees that will be associated with your marketing efforts and the sale.
- ☐ Are you willing to pay for any repairs or are you selling "As Is"?
- ☐ Will you pay any part of the Buyer's closing costs?
- ☐ Will you offer a Home Warranty?

Prepare Your House to Show

- ☐ As with any home sale, maximize curb appeal and make sure landscaping looks great.
- ☐ Does the house need exterior painting? Consider at least touching up the front door and entryway area.
- ☐ Are there any rooms that need paint or remodeling work?
- ☐ What condition are the floors in? Replace as needed, but professional cleaning is generally a must.
- ☐ Make sure all appliances work perfectly and look clean.
- ☐ Make sure all faucets and toilets work perfectly and look clean.
- ☐ Clean the inside and outside of all windows.
- ☐ Replace any burned out light bulbs with bright white, and change bulbs in kitchen and bath to bright white.
- ☐ Remove all clutter inside and outside the home. Don't forget the garage.
- ☐ Have every room spotless and organized. Consider getting a hand from professional cleaners.

Marketing Your Property

- ☐ Get a collection of quality photos of your home. Consider drone photography for aerial shots. Photos of local amenities can be useful as well.
- ☐ Decide on your availability for showings. One night per week plus weekends is usually good.
- ☐ Place listings for your home on real estate web sites. Don't forget Craigslist and other online classified ad sites.
- ☐ Place ads in local newspapers.
- ☐ If you are in a hurry to sell, consider listing your home on the local MLS.
- ☐ Create Real Estate Flyers with photos, features, and other information about your home.
- ☐ Prepare your signage – For Sale by Owner, Open House, directional signs, and a flyer box.

Legal Matters

- ☐ Choose a Title Company that has real estate attorneys on staff.
- ☐ Get the real estate contracts required in your state and read them carefully. Note any questions you have.
- ☐ Review the contracts with a real estate attorney if necessary.

Negotiating the Offer

- ☐ Read the offer carefully. Consult an attorney if necessary.
- ☐ Vet the Buyer for pre-qualification or other financial status.
- ☐ Accept or reject the offer, or present a Counter Offer and engage in negotiation as necessary.
- ☐ Accept Earnest Money if the offer is accepted.
- ☐ Contact the Title Company to open the escrow account.
- ☐ Deposit Earnest Money with the Title Company.
- ☐ Establish a time frame for inspections, financing, and closing.

Document Exchange

- ☐ Obtain and complete required property disclosure forms and give them to the Buyer.
- ☐ Receive the Loan Pre-Approval Letter from the Buyer.

Inspections

- ☐ Buyer's Home Inspections are completed.
- ☐ Resolve Home Inspection issues as needed.
- ☐ Bank-required Home Appraisal is completed.
- ☐ Resolve Appraisal issues as needed.
- ☐ Lot or property survey completed as needed.
- ☐ Additional repairs as required by contract completed as needed.

Title Company

- ☐ Provide Title Company with necessary documents.
- ☐ Order Title Search and receive documentation when completed.
- ☐ Resolve issues with Title Search as needed.
- ☐ Coordinate and schedule settlement/closing date and time. Four parties are generally involved: Title Company, Seller, Buyer, Buyer's Lender.