

These “to do” items are what I can do FOR you.

You may not need to do all these things to sell your home but I find that the more prepared and ready you are in the process, the more money and time savings you will find at the end.

There is a heavy burden placed on the For Sale By Owner, in time spent as well opening yourself up to possible litigation.

If you would like more information or need to discuss your situation, please contact me. I have been trained to negotiate and contend with all situations that could occur when selling a house. I would never want to see you in a bad position with a potential buyer or within the legal system.

Always consult your attorney and tax advisor to discuss your liabilities and disclosure regulations.



To Help you get to sold!



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FOR SALE BY
OWNER?
20 things you
may need to do...

**Details, details...let me
handle the details**



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20 Things you may need to do to sell your house...

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 take on the task of selling your property alone, or prefer to work with a real estate sales professional, I will be happy to help you get started.

1. Conduct your own mini walk-through inspection. Make notes of all items that need repair or improvement. Your checklist might include:

- Fresh, clean paint throughout.
- Clean windows and window coverings throughout.
- Well-manicured lawn and yard.
- Plumbing and all appliances in working order.
- New or cleaned carpet.
- All sealants (window, tub, shower, sink, etc.) in good condition.
- Roof and gutters in good condition; no repair needed.

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

3. Carefully research information regarding the prices and terms of sales in today’s real estate market. Investigate recent sale prices for properties similar to yours in your immediate area. Then establish a realistic price for your property based on that information

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

5. Determine which Internet sites, newspapers and home magazines, etc., will best advertise your property. Call them for rates and deadlines

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

7. Prepare a professional, attention-getting advertisement that will attract the right buyers to your property. Place your ad in the newspaper(s). Upload your information and photos to the Internet.

8. Prepare a plan to reach those out-of-town buyers who account for a major portion of today’s home purchasers.

9. Purchase an eye-catching and weatherproof yard sign; install it in the front of your property.

10. Purchase special “open house” signs and position them in paths that lead from main roads or thoroughfares, through the neighborhoods and to the property. Put these signs out each time you hold an open house (and be sure to take them down after each open house).

11. Prepare a “feature/benefit” fact sheet outlining specific features of your home and the corresponding benefits to prospective purchasers.

12. Schedule and conduct open house “weekdays” as well as open house weekends. Make your property more inviting by placing freshly cut flowers in several rooms. You might burn scented candles in the living room, kitchen and baths.

13. Be available at all times so that you can walk through the property with prospective buyers to answer their questions and offer information about local schools, parks, transportation, shopping, places of worship, etc.

14. Separate the “lookers” from qualified buyers. Ask for names and phone numbers and be sure to follow up with telephone calls.

15. Be prepared to negotiate with the buyer(s) as though you are an impartial third party. Remain calm and refrain from any emotion that might spoil a sale.

16. Obtain all forms necessary for the legal sale of real property such as:

-Deposit Receipt & Offer To Purchase

-Buyer’s Cost Sheet

- Seller’s Disclosure Form. In our increasingly litigious society, it is imperative that all known defects be disclosed to the buyer(s).

17. Determine the type(s) of financing that you are willing to consider

18. Negotiate with the buyer(s) all final terms of the sale including price, financing, Inspections, date of closing, date of possession and other pertinent information

19. Have Deed drawn up for new buyer by your lawyer

20. Plan a final walk-through with the buyer before the settlement process is complete in order to resolve any disputes. Have a witness present.

