SALES ASSISTANCE PACKAGE

The information contained in the For Sale By Owner Sales Assistance Package is based on our years of experience in real estate sales. The information will aide you in the quick and successful sale of your home.

We are giving you this package at no costs or obligations, but on the chance that IF you should decide to utilize a Realtor to sell your home or find buyers who are looking to purchase, you will think of us.

You will find the following in this package:

**Writing Effective Advertisements**
Tips on how to effectively write ads to draw more buyers to your home.

**Advertisement Costs**
Sample rate sheet for effective sales ads.

**Responding to Buyer Inquiries**
Tips on how to convert inquiries into showings.

**Home Preparation Tips for Showings and Sale**
Tips on how to best present your home to prospective buyers.

**Guest Registry**
Tracking sheet to keep track of potential buyers for follow up and security reasons.

**Pricing Strategies**
A series of questions to help you arrive at an attractive market price.

**Vendor’s List**
A list of who you need to call to complete a sale.

**Warnings and Precautions**
A list of things to look out for to help you to avoid legal entanglements.

**3 Facts You Should Know**
WRITING EFFECTIVE ADVERTISEMENTS

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. Include some facts about the house (bedrooms, baths, price, etc.) but keep it brief.

4. Use words that appeal to all five senses.

5. Focus your ad on the items of your top five list.

6. Avoid exaggerating the features of your home that you like the best, as they may not be the features that a potential buyer may like best.

7. Include your name, phone number, email address and website.

8. Use photos that show the best features of the house, not the just the standard front shot.

9. End your ad with a call to action, “For a private showing, call ###-#### today!”

10. According to the Newspaper Association of America, the top things a buyer wants to know about a property are:

   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
ADVERTISEMENT COSTS

1. DETERMINE INDIVIDUAL AD COSTS
   - Average cost of local newspaper classified ad per line $10
   - Average cost of metropolitan newspaper classified ad per line $14
   - Average cost of display ad per inch $12

2. DETERMINE WEEKLY/MONTHLY AD COSTS
   - Average number of lines for effective ad 5
   - Cost to run ad per week (local) $50
   - Cost to run ad per week (metro) $70
   - Cost to run display ad monthly (6 inch vertical) $156

3. DETERMINE MARKETING TIME
   - Average time if selling without a Realtor 220 days
   - Number of weeks ad would run 31

4. DETERMINE TOTAL ADVERTISEMENT COSTS
   - Average costs of ads x total estimated marketing time

Breakdown:
   - 31 x 70 = 3720
   - 8 (weeks) x $156 = $1248

   TOTAL ADVERTISING COST = $6518
RESPONDING TO BUYER 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 polite and friendly way to start a conversation.

5. Always trade names with the called, 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.

7. Invite questions from the caller by asking, “What can I tell you about the house?”

   **EXAMPLE**
   
   Q: How many bedrooms does your house have?
   A: We have three bedrooms. How many were you looking for?

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 called if they have to sell their present home first in order to by 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.
HOME PREPARATION TIPS FOR SHOWING AND SALE

Set the asking price comparable to similar homes in your area which have sold recently.

Secure all necessary legal documents and use them to protect yourself from fraud.

Both the purchaser 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 impression, so lavish time, money and energy on curb appeal.

Rearrange the furniture to create the most open space. If you have have “too much” furniture, remove some and store it. Buyers hate clutter.

Keep the house immaculate at all times, since showings are not scheduled events. Remember that you are competing against professionally decorated builder’s 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 on the radio. Build a fire in the fireplace. Open the shades and turn on the lights. Check the thermostat to make sure the house is set at a comfortable temperature.

Keep children and pets out of the way during showings.
| Name:________________________________________________ | Phone #:_________________________________________ |
| Address:______________________________________________ | E-Mail:__________________________________________ |
| Are you pre-qualified?_______ | Do you currently Rent or Own?__________________________ |
| When do you want to be in your new home?_______________ | Remarks:__________________________________________________________________________________________ |
| Name:________________________________________________ | Phone #:_________________________________________ |
| Address:______________________________________________ | E-Mail:__________________________________________ |
| Are you pre-qualified?_______ | Do you currently Rent or Own?__________________________ |
| When do you want to be in your new home?_______________ | Remarks:__________________________________________________________________________________________ |
| Name:________________________________________________ | Phone #:_________________________________________ |
| Address:______________________________________________ | E-Mail:__________________________________________ |
| Are you pre-qualified?_______ | Do you currently Rent or Own?__________________________ |
| When do you want to be in your new home?_______________ | Remarks:__________________________________________________________________________________________ |
| Name:________________________________________________ | Phone #:_________________________________________ |
| Address:______________________________________________ | E-Mail:__________________________________________ |
| Are you pre-qualified?_______ | Do you currently Rent or Own?__________________________ |
| When do you want to be in your new home?_______________ | Remarks:__________________________________________________________________________________________ |
| Name:________________________________________________ | Phone #:_________________________________________ |
| Address:______________________________________________ | E-Mail:__________________________________________ |
| Are you pre-qualified?_______ | Do you currently Rent or Own?__________________________ |
| When do you want to be in your new home?_______________ | Remarks:__________________________________________________________________________________________ |
PRICING STRATEGIES

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 / LOCATION / 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
# VENDOR’S LIST

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<tr>
<th>VENDOR</th>
<th>CONTACT</th>
<th>PHONE</th>
<th>WHAT THEY DO</th>
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<tr>
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<tr>
<td>ABC Title</td>
<td>Lisa Speller</td>
<td>248-888-8888</td>
<td>Research and prepares title to the property</td>
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<tr>
<td>WIFI Title</td>
<td>Tori Amos</td>
<td>313-985-9858</td>
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<td><strong>Insurance Companies</strong></td>
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<tr>
<td>Eagle Insurance</td>
<td>Lou Sales</td>
<td>313-858-2858</td>
<td>Protect you agains Flood, fire, injury claims, theft, etc.</td>
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<tr>
<td>Rable Insurance</td>
<td>Donna Hacker</td>
<td>248-786-9854</td>
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<td><strong>Mortgage Companies</strong></td>
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<tr>
<td>XYZ Mortgage</td>
<td>Ida Banker</td>
<td>555-555-5555</td>
<td>Lends money to your Buyer</td>
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<td><strong>Surveyors</strong></td>
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<tr>
<td>Eye in the Sky Surveyor</td>
<td>Stella Glassman</td>
<td>555-888-8888</td>
<td>Review and prepares legal map of property</td>
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<td>Prepares report on property to protect the lender</td>
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WARNINGS AND PRECAUTIONS

☐ 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 a 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
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 fees, 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 at least what 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 licensed Realtors, We can generally sell a house for more money than a private owner can; and we can generally sell it in less time.

Would you be curious to know how?

We would be happy to share with you the reasons how and why these 3 facts are true. There is no cost or obligation to you. Just give us a call and we’ll arrange a time to get together. Lawrence Klavitter 248-406-2946.
What Every FOR SALE BY OWNER Should Know

“When you want an AGENT and not a SALESMAN”
3 FACTS

1. Sellers have been employing Realtors for over 200 years... *Why?*

2. 70% of For Sale By Owners choose a Realtor, or change their plans... *Why?*

3. Realtors can sell houses FASTER and for MORE MONEY... *Why?*

There are 6 obvious reasons why...
Serious Buyers Shop
FOR SALE
BY OWNERS
to Save a Commission

REASON # 1
Law of Supply & Demand

# of Realtors in Region: # here
Average # of Prospects: 10
Total # of Prospects: # here
Average # of days to Close: # here

If it takes____ Realtors with ____ prospects,____ days to get sellers their money....

How much TIME will it take for THE FOR SALE BY OWNER?

REASON # 2
Difficulty Separating Lookers from Buyers

- Prefer to Rent: 15%
- Can't Afford: 11%
- Ready, Willing & Able: 4%
- Frozen Equity: 70%

TIME?
National Association of Realtors Study

REASON # 3
The LONGER it takes to sell means more MONEY that you could Lose!!

REASON # 4
Marketing Services Exposure + Prospects = MORE VALUE
3rd Party Negotiation Saves Time & Money

- Trained Contract Negotiator
- Not Emotionally Involved
- Able to Avoid Pitfalls
- Understands the Needs of Both Parties

REASON # 6
Now That YOU Know...

- Serious buyers shop For Sale By Owners to save a commission
- The Law of SUPPLY and DEMAND
- The difficulty separating LOOKERS from BUYERS
- More marketing services ultimately equals MORE BUYERS
- The longer it takes to sell, the more MONEY that can be LOST
- 3rd party negotiating saves TIME & MONEY

DOESN’T IT MAKE SENSE...

Lawrence Klavitter - 248-406-2946 - lklavitter76@gmail.com
2900 Union Lake Road Suite 210, Commerce Mi 48382
## Market Share Totals

**Total # - List # - Sell #**

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<th>#</th>
<th>Name</th>
<th>ZIP</th>
<th>List #</th>
<th>List $</th>
<th>Sell #</th>
<th>Sell $</th>
<th>Total #</th>
<th>Total $</th>
<th>Market Share %</th>
<th>Avg Price</th>
<th>DOM</th>
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**Subtotals/Averages**

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**MLS Totals/Averages**

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