

CONTENTS

PREFACE.....

INTRODUCTION.....

SECTION I An honest look at the pros and cons of selling your home by-owner

Part I

1. Who should consider selling by-owner.....12
2. What will it cost to sell by-owner?.....13
3. Who should not attempt to sell by-owner.....13
4. Salesmanship and security.....14
5. The myths14
6. Distractions.....16

Part II

1. Disclosure - Honesty is the only policy.....16
2. Patience is more than a virtue.....17
3. The best time to sell.....19
4. How long will it take to sell?.....19
5. Plan to sell early.....22

SECTION II Alternatives to the Traditional Commission

1. Why traditional brokers must charge a 6% or 7% commission.....24
2. Another myth busted.....26
3. Why change?.....27
4. The 'New and Improved' world of real estate.....27
5. What changed?.....28
6. The broker's role in the current market.....28
7. Alternatives to the Big Brand Broker and his 6%-7% commission.....29
8. Professional help without strings.....29
9. Important note regarding limited service brokers.....29
10. Flat fee brokers.....30

SECTION III Price, terms and the estimation process; agent co-op; who will save the commission; home preparation; a seller's vs. a buyer's market

Part I

1. Price.....	32
2. Price it right.....	35
3. Price guidance.....	35
4. The price is right game.....	37
5. Determining the value of your home.....	38
6. How to establish fair market value.....	38
7. Lower than normal selling prices.....	39
8. Where and how to get the information.....	40
9. The by-owner customer.....	40
10. Agent co-operation.....	40
11. Negotiating the co-op commission.....	41
12. Agent assistance.....	42
13. Opinions do count.....	42

Part II

1. Terms.....	43
2. Creative financing.....	45
3. Points.....	46
4. Will the buyer or seller save the commission?.....	46
5. Preparing your home to be sold by-owner.....	48
6. A seller's market vs. a buyer's market.....	50
7. Good times, bad times.....	51

SECTION IV Advertise and market your home effectively

1. Introduction.....	52
2. Where, when and how to advertise and market your home.....	53
3. Brochures.....	54
4. Signs and brochure box.....	55
5. Expect the unexpected.....	56
6. Newspaper ads.....	56
7. Home magazines.....	57
8. Pictures are important.....	57
9. Web page advertising.....	58
10. By-owner web site advertising.....	59
11. Advertising bullets.....	61
12. What if my home needs TLC?.....	62

SECTION V Dealing with agents; the co-op venture; negotiating commission

1. Introduction.....	64
2. Negotiating the commission with a real estate agent.....	66
3. Agent deceptions.....	67
4. Agency disclosure & tactics.....	68
5. Focus on the offer.....	69
6. Greed.....	69

SECTION VI Dealing and negotiating with the buyer; the verbal offer; setting the appointment; showing your home

Part I

1. Understanding your buyer.....	70
2. Look out for the thief.....	72
3. Remorse.....	73
4. The verbal offer.....	74
5. Telephone offers.....	75
6. Verbal negotiations.....	76

Part II

1. Setting the appointment.....	76
2. To qualify or not to qualify the buyer?.....	78
3. Ask and you shall receive.....	79
4. The tentative loan approval.....	80
5. Presentation is everything.....	81
6. Be prepared.....	82
7. Minimize the chit chat.....	83
8. Highlight the features.....	83

SECTION VII How To Sell In A Down Market

1. Introduction.....	86
2. Just the Facts.....	86
3. The Basics.....	87
4. Equity Issues.....	89
5. Other Types of Incentive for Buyers.....	90
6. The Time is Now.....	91
7. Creative Selling and Marketing.....	92
8. For Sale at Auction.....	93

SECTION VIII Determining your state real estate laws; intricacies of the seller’s disclosure statement and sales contract; patent vs. latent defects; more on agency disclosure; city code inspection; who said “shoot all the lawyers”, we may need them

Part I

1. Which laws apply when selling your home by-owner.....	94
2. Agency disclosure.....	95
3. Seller’s disclosure.....	96
4. More about disclosure.....	96
5. Patent and latent defects.....	97
6. Latent defect example.....	98
7. Don’t guess.....	99
8. Some items may be excluded from disclosure.....	99
9. Well water sample.....	99
10. CityCodeinspection.....	100

Part II

1. Sales Contract.....	100
2. Example of an additional clause.....	101
3. Attorney information.....	102

SECTION IX Who is responsible to pay for which closing costs; sixteen separate expenses are explained; home inspection services; code violations; appraisals; home warranty purchase plans discussed

1. Everything is negotiable.....	104
2. Seller’s expenses.....	105
• Loan payoff with daily interest.....	105
• Property taxes.....	106
• Water bills.....	106
• Assessments.....	106
• Property tax and water bill pro-rations.....	107
• Title insurance.....	108
• Revenue stamps (transfer tax).....	109
• Closing fee.....	109
• Termite inspection.....	110
• Well and septic system inspection.....	111
• City code inspection.....	113
• Home inspection services.....	114
• Legal representation.....	115
• The ‘c’ word (commission).....	115
• Appraisals.....	116
• Home warranty purchase plans.....	117

SECTION X What to do when a buyer is ready to purchase; how to determine their qualifications; filling out and understanding the sales contract; the good faith deposit; more information on negotiating with your buyer

1. Working with a prospect.....	120
2. Two for the price of one.....	122
3. What to do when a prospect is ready to purchase your home.....	122
4. The contract - filling in the blanks.....	123
• Property description.....	123
• Personal items.....	123
• The addendum.....	124
• Price.....	124
• Method of payment.....	125
• Occupancy.....	126
• Default.....	127
• Arbitration.....	127
• Deposit.....	127
5. The solution.....	128
6. Bigger is better.....	129
7. Purpose of a good faith deposit.....	129
8. Who will hold the deposit.....	129
9. Deposit means insurance.....	130
10. Who keeps the deposit.....	131
11. The what if's.....	131
12. Size does matter.....	132
13. Negotiate the rent.....	132
14. Mortgage costs vs. seller's expenses.....	133

SECTION XI Closing your own sale is easy; the role of the title insurance company; attorney assistance discussed

1. Closing the deal.....	136
2. What will a lawyer do at the closing?.....	137
3. The role of the title insurance company.....	138
4. The warranty deed.....	139

SECTION XII The open house

1. What is an ‘open house’?.....	140
2. Open house for the by-owner seller.....	140
3. Puff the magic dragon.....	141
4. Open house expectations.....	142
5. Who benefits from the open house?.....	143
6. What is the purpose behind the open house?.....	143
7. Will your home sell as a result of an open house?.....	143

SECTION XIII Five Fatal Mistakes by owner sellers make and how to avoid them
..... 146

1. Price.....	146
2. Patience.....	148
3. Be flexible.....	150
4. Dealing with agents and prospects.....	150
5. Be confident.....	153

SECTION XIV Thirteen Real Estate Myths (thirteen questions with detailed answers that will put your mind at ease).....156

SECTION XV Why do most by-owner sellers throw in the towel and list?; the By Owner Broker; The MLS (multiple listing service) explained

1. Why people choose to list.....	160
2. The big easy.....	161
3. How people think.....	162
4. Run the course	163
5. The MLS hype.....	164
6. The co-op sale.....	164
7. Closing comments.....	165

BONUS SECTION

Twelve Easy Steps to Selling on Your Own (a concise, easy to follow, and prioritized re-cap of the most important steps).....	166
--	-----

GLOSSARY of TERMS.....170