Your Real Estate Resource

FSBO MARKETING CHECKLIST

Guide to Selling

- ☐ Establish average days on market for homes that are selling in your neighborhood
- ☐ Determine square footage prices range for sold homes and adjust for differences between your property and the sold homes.
- ☐ Walk the outside of your home and address any curb appeal or maintenance issues.
- ☐ Walk the inside of your home and look for any necessary maintenance items that will stick out to a potential buyer.
- ☐ Create copy for several craigslist ads.
- ☐ "Claim" your home on Zillow so you can make any necessary feature adjustments that will affect the Zestimate seen by the public.
- ☐ Make the home easily available to buyers that are pre-qualified.
- ☐ Develop a relationship with a lender that can get someone pre-qualified quickly, in case you get a showing request from a buyer who hasn't already done so.
- ☐ Consider having a home inspector do a pre-listing inspection, so you know any issues that a potential buyer will find when they do theirs.
- ☐ Consider having an updated appraisal done to help guide your pricing strategy. It's unlikely that an appraisal over 6 months old is going to be relevant.
- ☐ Get a professional sign made.
- ☐ If you're using a flyer tube outside (which I don't recommend), don't put the price of your home on the flyer. Ask Me Why.
- ☐ Create a follow-up play for all of your leads that have interest in your home. Remember, few if any potential buyers will write an offer on their first visit. You must have a follow up plan.