

# SELL YOUR Home IN 30 Days

**THE ULTIMATE 4 WEEK  
FOR SALE BY OWNER (FSBO)  
GUIDE + CHECKLISTS TO  
SELLING YOUR HOME FAST!**





# HELLO!

## I'm Jamie Walzer

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With the recent appreciation in home prices, this year might be a good time to sell your home. But which is the smarter way to do it, hire a real estate agent or list it yourself?

Selling as a For Sale By Owner without a real estate agent (also known as FSBO) is not difficult if the market is moving fast and inventory is snapped up as soon as it becomes available for sale. However, for most FSBOs, getting to the closing table is often easier said than done.

Now for those experienced in the purchase, sale, and marketing of a home, selling a home as an FSBO makes good financial sense. However, for those new to marketing real estate, the FSBO route could cost the seller a great deal of time and money. Making a mistake in pricing, marketing, legal compliance or paperwork can have serious financial and legal ramifications.

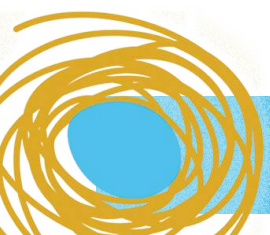
FSBO listings are more common today than ever before, thanks to consumer-facing listing platforms such as Zillow and easier access to Multiple Listing Services (MLS) for non-agents.



But FSBO is no walk in the park. A 2018 Zillow report found that 36% of homeowners attempt to sell their homes without an agent, but only 11% actually complete the sale. In other words, more than two-thirds of sellers who try FSBO fail. But don't worry I am here to help!

**In this guide, I will map out how to price and prepare your home, the showing process, and what to expect at closing.** As always, if you get into this and decide a real estate agent is the way you would like to go, please call me anytime.

*Jamie*



## LET'S GET STARTED!



# SELL YOUR Home: THE TIMELINE

TO HELP YOU GET YOUR HOUSE READY TO LIST

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# Timeline

## WEEK ONE

### WHEN & WHAT

Decide when to list your home and what it should be listed for.

## WEEK THREE

### MARKETING LISTING

do your research and prepare marketing strategy to sell your home.

## WEEK FOUR

### NEGOTIATE OFFERS

Properly negotiate price and terms in a way that protects you and reduces conflict.

## TIMING TBD

### SETTLEMENT

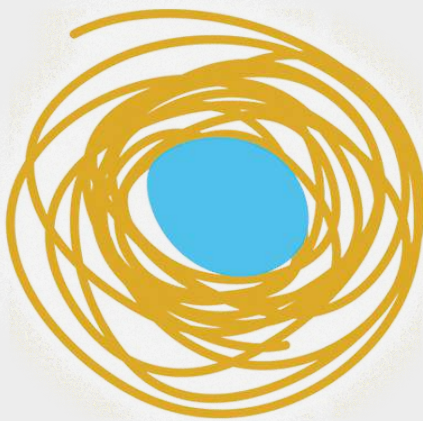
Know what to expect at final walkthrough and at the closing table.

Plan

Decide

prepare

market



SHOW

negotiate

contract

close

## WEEK ONE

### MAKE A PLAN

Get started early with our guides, resources, checklists and tips.

## WEEK TWO

### PREPARE

### HOUSE TO LIST

Clean, declutter and repair any issues before listing your home to sell.

## WEEK THREE

### SHOW HOUSE

Learn the dos and don'ts when it comes to showing your home.

## WEEK FOUR

### CONTRACT

Congrats! You are officially under contract but be prepared for what comes next.



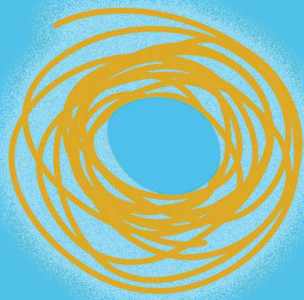


# SELL YOUR Home: week one

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# TIME TO PLAN

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## BE PROPERLY PREPARED

Regardless of whether you want to sell your own home to walk away with more money in your pocket or retain more control over the sales process, you need to do it the right way. Selling a home can be a very time-consuming process, especially when you do not have the help of an agent to do most of the work. Being prepared and having a clear plan of action will be the determining factor in your success.

If you are not prepared for what's ahead, your home could sit on the market longer than you expect because you are not attracting and getting offers from qualified buyers. This can be the point where many homeowners become frustrated and consider giving up. However, there are sellers who successfully accomplish selling their own homes. You can be one of them!

However, with a savvy approach and the right insider knowledge you could become one of the few sellers to successfully accomplish selling their own homes!

This guide provides an overview of the For Sale By Owner (FSBO) home-selling process in 8 Must-Know Steps To Selling Your In Four Weeks. This approach can help to sell your home at the best price, with the least hassle.

### TIP

**Ask a REALTOR to update you on the scams to watch out for when selling FSBO in your area.**



## DECIDE WHEN & WHAT

### DECIDE **WHEN** TO LIST

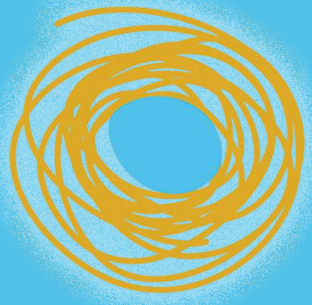
There are better times than others to put a property on the market. In Atlanta, the Spring and Fall have historically been the best times to list a property FSBO due to a higher number of buyers. If you list in the Fall or Winter without an agent, when inventory is low and buyers are scarce, you run the chance of your property not receiving any viable offers.

### DECIDE **WHAT** PRICE TO LIST FOR

The price of your home is one of the most important factor in determining how quickly your home will sell. If it is priced too high you may never sell it, and if it is too low, you may lose money. To be honest, the biggest mistake FSBOs make is inaccurate pricing. If you want to sell your house, you need to price it right.

Unfortunately, what you bought your home for and what you have invested in your home does not determine the value. The current market determines what the selling price should be, and this means you need to consider what similar homes in your area have sold for.

When determining the appropriate asking price, many homeowners turn to free online resources such as Zillow. However, the best way to get an accurate value without the help of an agent is to have your property appraised.



# TIME TO DECIDE

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TIP

Ask a REALTOR to prepare a complimentary Comparative Market Analysis for your home.



# SELL YOUR Home: WEEK TWO

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## PREPARE HOUSE TO LIST

The condition of your home plays a big roll on the price. If there are several needed repairs, expect lower offers. If you want to maximize your selling potential, address as many issues as needed to avoid potential buyers asking for a price reductions.

### **DECLUTTER + DEPERSONALIZE**

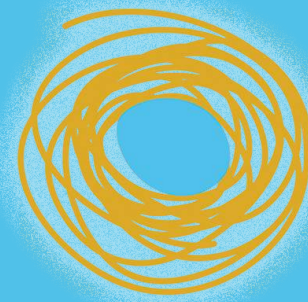
Allow buyers to picture themselves living in the space by completely removing any and all personal items. Systematically address each room and living area. Rid your home of clutter, extraneous objects, and mess. Aim for an attractive, well-organized space free from untidiness and confusion.

### **REPAIR, REPLACE, RENOVATE**

Take a good look around to determine where your current home needs improvement. Some fixes are mainly cosmetic and a coat of fresh paint, landscaping, light fixtures, but others may be more significant and require professional service, replacement or renovation.

### **SPRUCE UP CURB APPEAL**

Don't forget to take a hard look at the outside of your house. It is the first thing buyers will see when they arrive! Check the conditions of your paint, driveway, landscaping, and furniture.



# TIME TO PREPARE

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**TIP** Ask a REALTOR to provide a list of recommended inspectors, contractors and stagers.

# CLEANING CHECKLIST

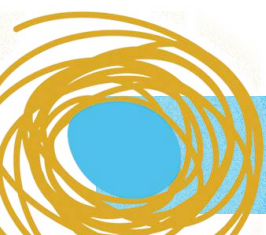
## CLEAN THE HOUSE TOP TO BOTTOM

I can't stress the importance of a junk-free, impeccably clean home when you're bringing in potential buyers. No one wants to pay for something that's dirty, and you certainly aren't going to get the best price if your home isn't super-clean. When following your deep clean checklist, think of what you would want to see if you were buying a home.

### CHECKLIST

- Vacuum and shampoo carpets. Mop and polish all slick floors to a mirror finish.
- Wash all linen, including curtains, bedspreads, sheets.
- Dust from the ceiling fans, blinds, and baseboards.
- Clean all glass services, including windows, glass doors, television screens and even china cabinet doors.
- Polish all wooden furniture.
- Make sure all kitchen appliances are immaculate.
- Get rid of all of the extra junk on the counter-tops, refrigerator and tables.
- Bathrooms are very important. Make sure everything is clean and smells fresh.
- Clean out all closets, cabinets, drawers and storage spaces completely.
- Eliminate dirty smells such as greasy food, animal odor and day-old trash. Smell sells, or if your home is stinky, prevents your sell.
- Smokers: start taking your breaks outside. Non-smokers dislike the scent, it can break a potential sale.
- HVAC: schedule to have the system serviced and the filters changed.
- Erase all proof of inside pets before showing. I know, I know – it's heartbreaking.

### NOTES





# UPDATES CHECKLIST

## REPAIR, REPLACE, RENOVATE

It never hurts to do a little freshening up throughout your home. You have to find that happy medium of what you can afford to do, what is actually going to help increase the value of your home and what isn't going to drive you insane. However, there are some small to medium projects that can really set you apart from the competition.

### CHECKLIST

### NOTES

#### REPAIR

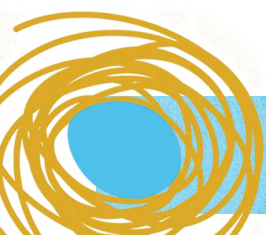
- Fill and patch small and large holes in walls.
- Fix broken light fixtures, windows, squeaky doors.
- Repair leaks or cracks in ceilings and walls.
- Wax hardwoods, clean vinyl and shampoo carpets.

#### REPLACE

- Painting all walls neutral tones, such as beige, creams and greys that appeal to the majority of buyers.
- Replace anything that is incredibly outdated, damaged or simply non-functioning.
- Update interior lighting with more modern light fixtures and exchange all light bulbs for new ones. Brighter spaces appear cleaner, bigger and more comfortable.

#### RENOVATE

- FLOORS: If you can't get by on cleaning alone, you might consider replacement instead. Hardwood is always a favorite, and can add value to your home, but is also expensive. Don't be afraid to use laminate, vinyl or ceramic floors if budget is tight.
- KITCHEN: Upgrade appliances, counter-tops, paint cabinets, buy new hardware and plumbing fixtures.
- BATHROOMS: Reglaze tub, upgrade vanity, replace mirror, buy new hardware and plumbing fixtures.



# STAGING CHECKLIST

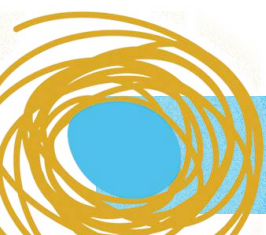
## DECLUTTER AND DEPERSONALIZE

De-cluttering is often the most difficult task that home sellers face. It's hard work, but it is also well worth the effort. A good majority of homes that sit on the market endlessly do so simply because the sellers refuse to get rid of their piled up junk. Don't make that mistake, and follow the checklist below.

### CHECKLIST

- Use the 50% guide. Pack, trash, sell or donate at least 50% of your stuff.
- Allow buyers to picture themselves living in the space by completely removing personal items such as framed photos, your kids' drawings on the fridge, or collection of ceramic frogs
- Rent a storage building a little larger than what you think you'll actually need in a well-lit, safe environment.
- Eliminate furniture that is unnecessary, over-sized or worn out to open up and refresh your rooms.
- Organize everything, including what isn't readily seen, such as the insides of closets and cabinets. Coordinating baskets and containers give the appearance of ample storage space.
- Go ahead and pack up seasonal clothes. The less in your closets, the better.
- Try to get everything off of the closet floor. Doing so makes them appear larger.
- Depersonalize by removing framed photos, memorabilia and other items that shout your family's personality.
- Go for a neutral mood throughout your home. The goal is to present a fresh place for your home viewers to visualize their own wonderful families in.

### NOTES





# EXTERIOR CHECKLIST

## SPRUCE UP THE CURB APPEAL

Curb appeal is an often overlooked area of preparing a home that can really cost you both money and time in the long run. Putting it into perspective, your curb and yard are the first and last things buyers see when they come by. A good first and last impression is critical to you selling your home with speed.

CHECKLIST	NOTES
<ul style="list-style-type: none"><li>■ Make sure your lawn is neatly trimmed, including shrubs and trees.</li><li>■ Clean all debris, even something as small as a cigarette butt, as debris makes your home look far less inviting.</li><li>■ Make certain your flower beds are weed-free, and colorful. Dead foliage and fauna are huge turn-offs.</li><li>■ Repair your walkways. Not only is this safer, but it also gives your home a much more comfortable feeling. Perhaps add lighting or flowers to accentuate them.</li><li>■ Repair or replace anything that is broken, such as porch railings, outdoor lights or shutters.</li><li>■ A solid door with a nice wood or paint finish will lend your home the look of security that home buyers crave.</li><li>■ Clean and repair the gutters if needed.</li><li>■ Repair broken or worn window screens.</li><li>■ Replace weathered mailbox and house numbers.</li><li>■ Repaint or replace worn out and rusty outdoor furniture. Consider staging the front porch or patio with inviting furniture to show-off the outdoor living areas.</li><li>■ Make sure to clean and discard of any pet waste in the yard or on the property.</li><li>■ Remove all movable children toys and/or athletic gear from the front yard or exterior of the home. Store them neatly in the garage or other storage space.</li></ul>	



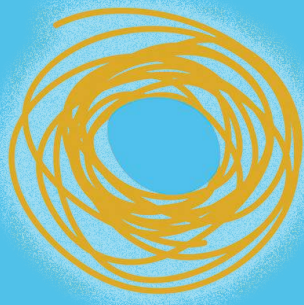


# SELL YOUR Home: WEEK THREE

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# TIME TO MARKET

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Selling your Atlanta home in today's market requires visibility well beyond the standard listing. In order to reach today's savvy home buyers and give your property the exposure it deserves, a seller needs to know much more than how to post a For Sale By Owner listing on Zillow. A successful marketing strategy for your home is comprised of several well-orchestrated and often interconnected steps.

### BUYERS HAVE GONE DIGITAL

Today, the Internet, mobile apps, and direct contact with an agent are the main sources of home information for searching buyers. Other sources are yard signs, open houses, newspaper and real estate magazine ads, homebuilders, and television.

The Internet has revolutionized real estate advertising. Accordingly, it's a must that you do your research and prepare comprehensive marketing strategy to sell your home.

The main items Internet buyers look for on real estate websites are:

- Professional Property Photos
- Detailed Property Information
- Videos and Virtual Tours
- Neighborhood Info + Amenities
- Contact Information

### TIP

Ask a REALTOR to prepare a custom marketing strategy specifically for your home.



# HOST HOME SHOWINGS

The condition of your home plays a big roll on the price. If there are several needed repairs, expect lower offers. If you want to maximize your selling potential, address as many issues as needed to avoid potential buyers asking for a price reductions.

## DO NOT HOVER

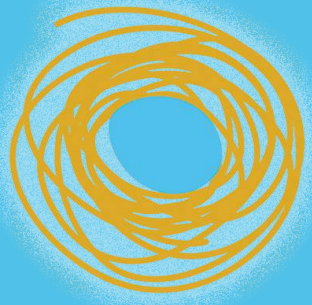
Buyers need to feel comfortable and free to look around. There is nothing more uncomfortable during a showing than a seller who won't stop talking and let the buyer look at the property. So don't feel the need to sell them on the home, just focus on being courteous and let your home sell its self.

## DO NOT OVERSHARE

Just remember, don't give too much information about yourself; especially when it comes to your own home buying situation. You could possibly ruin your negotiating power if you share too much. Be friendly, but be careful in your conversations. You need to protect your own interest.

## DO NOT NEGOTIATE PRICE

Negotiating price and terms should be done in written purchase agreements, not casual conversation. If they ask or bring up price, simply let them know what the listing price is and that you are open for offers.



# TIME TO SHOW

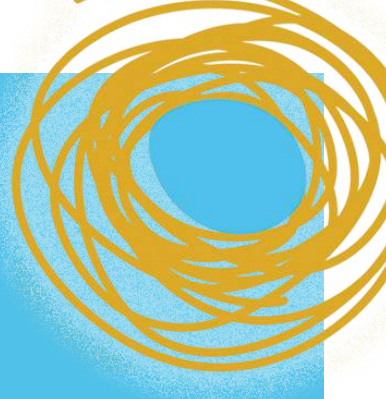
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TIP

Ask a REALTOR to handle all showing requests and to host the open houses.

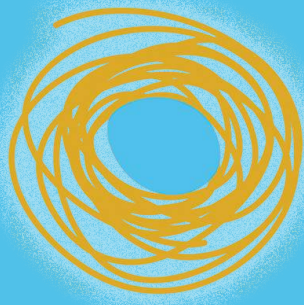




# SELL YOUR Home: WEEK FOUR

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# TIME TO NEGOTIATE

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## NEGOTIATE OFFER TERMS

To avoid wasting valuable marketing time, only negotiate price and terms with someone who can provide you with a pre-qualification letter. Conflict between the buying and selling side are quite common in a real estate transaction especially if you decide not to use an agent. However, the information listed below should help reduce the amount of possible conflict you may experience.

- **GET HELP:** Use an experienced third-party negotiator to negotiate the price and terms of the sale.
- **STAY POSITIVE:** Start with features of your home that buyer seemed interested in and build on that.
- **CREATE TEMP EMAIL:** Protect your personal information and conduct all communications through a temporary email.
- **GET IT IN WRITING:** Everything agreed upon should be put in writing, even changes to the contract.
- **DON'T BE GREEDY:** Often times, the first offer is the best offer. The longer a house is on the market, the lower the offers become.
- **MAKE A DECISION:** If you do not make a decision and accept the offer, or provide a counter offer, the buyer can walk away.
- **CHECK TITLE:** Make sure the closing attorney runs a title search to ensure home is free from encumbrances so you can close on time.
- **HAVE BACKUPS:** Keep a list of other buyers just in case deal falls apart.

### TIP

Ask a REALTOR to handle all showing requests and to host the open houses.

## WHAT TO EXPECT

Congratulations! Your home is officially under contract to be sold in only four weeks! But don't start celebrating just yet. After a negotiated offer has been accepted, the buyer will visit the home numerous times before closing day.

### **DUE DILIGENCE + EARNEST MONEY**

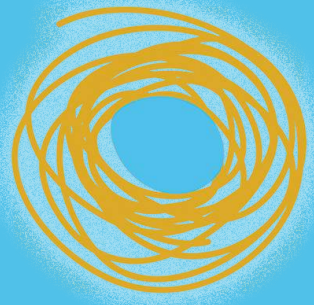
The due diligence period is the time the buyer has to inspect the property and make a decision whether they want to move forward with the transaction. The earnest money is a deposit made to the seller during due diligence. The earnest money is typically refundable if the buyer backs out before the period ends.

### **HOUSE INSPECTION**

The buyer will have the opportunity to hire a professional to inspect the property. The inspector is looking for any and all things that could be wrong with the property. Buyers will use this report to attempt to renegotiate a price reduction or repairs, which would serve as amendments to the contract.

### **HOUSE APPRAISAL**

A house appraisal is an unbiased estimate of the true (or fair market) value of your home. The buyer's lender will order an appraisal as a part of the mortgage loan process. The buyer may end up requesting a due diligence extension if the appraisal is delayed.



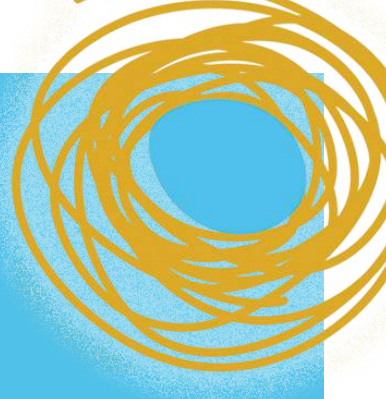
# UNDER CONTRACT

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**TIP** Ask a REALTOR how to legally handle changes and amendments to the contract.





# SELL YOUR Home: THE CLOSING

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# THE FINAL WALKTHROUGH

The closing date can be anywhere from 10-60 days from the contract date. The timeline depends on numerous factors such as the seller's desired move out date, delays with inspection, appraisal, title search or buyer financing.

But once all the preliminary steps are completed and the buyer's lenders and closing attorneys are ready to close, the buyer may opt to perform a final home walkthrough.

The primary purpose of the final walkthrough is for the buyer to make certain the property is in the condition in which they agreed to buy it. Agreed-upon repairs, if any, were made, and nothing has gone wrong with the home since they last looked at it.

A final walkthrough is performed anywhere from a few hours to a few days before settlement.

How to prepare for the walkthrough:

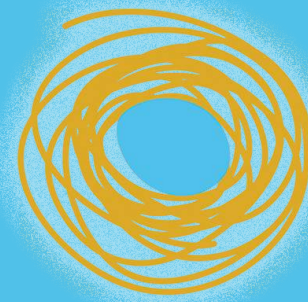
- Provide any and all receipts for repairs completed per inspection
- Run water and check for leaks
- Test all remaining appliances
- Check garage door openers
- Flush all toilets
- Inspect ceilings, walls, floors
- Test heating and air conditioning
- Make sure all debris is removed

# TIME TO CLOSE

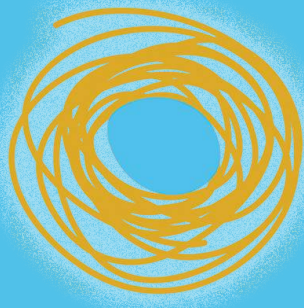
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**Ask a REALTOR to complete a pre-final walkthrough checklist before the buyers.**







# TIME TO CLOSE

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## THE SETTLEMENT

During the closing, you will meet with your buyer and other necessary parties, such as your attorney, to transfer the ownership of your property. Sometimes closing is also referred to as a settlement. All paperwork is signed, agreements completed and details finalized at the closing. Normally, the whole transaction takes about an hour.

Exactly where and how your closing will take place simply depends on the customs used where you live. Quite often, the closing takes place at the closing agent's office. Make sure to stay in touch with this agent to make 100% certain that your sale doesn't get off track.

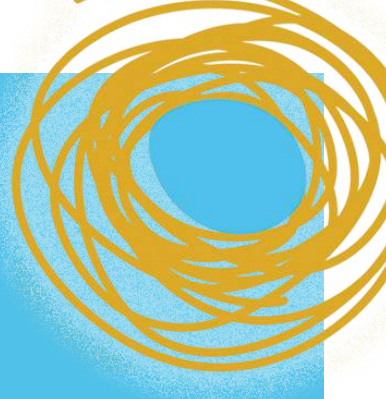
There shouldn't be any surprises at the closing. All expected costs should already have been covered and put into writing between you and the buyer. Following, you will find a list of items that are commonly paid for by sellers at closing, although this is not set in stone.

- Title Insurance + Transfer Tax
- Escrow or Attorney's Fee
- Survey + Inspection Costs
- Home Warranty Fee
- Mortgage Payoff
- Outstanding Utility Bills
- Buyer's Agent Commission

TIP

Ask a REALTOR to provide a list of recommended inspectors, contractors and stagers.





# ready TO HIRE A REALTOR?

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WHY DO IT ALONE?

# WORK WITH a Professional!

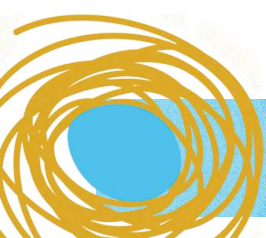
While doing the work yourself can save you the significant commission rates many real estate agents command, for many, flying solo may not be the way to go--and could end up being more costly than a realtor's commission in the long run. Buying or selling a home is a major financial (and emotional) undertaking.

## SELL YOUR HOME **FASTER**

A real estate agent's full-time job is to act as a liaison between buyers and sellers. This means that he or she will have easy access to all other properties listed by other agents. Both the buyer's and seller's agent work full time as real estate agents and they know what needs to be done to get a deal together. Unless the seller knows someone who wants to buy the home, FSBOs take longer to sell than homes listed with an agent. For the same reasons, they can't get the right selling price.

## SELL YOUR HOME **HIGHER**

On average, homes sold with an experienced Real Estate Agent sell for 16% higher. This is due in part to homeowners selling by themselves simply not having the time to devote to the process, now knowing the true market value, not understanding the market reports and not properly marketing the property.





## WHY HIRE URBAN NEST? CHECK OUT OUR LISTING STATS!

3x

SOLD 3 TIMES FASTER  
VS OTHER LISTINGS

97%

OF OUR LISTINGS SOLD  
DURING LISTING VS  
ATLANTA AVERAGE OF  
LESS THAN 80%

87%

SOLD IN 2 WEEKS  
OR LESS

59%

MULTIPLE OFFERS  
RECEIVED



101%

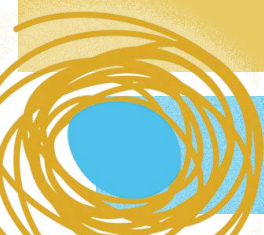
LIST TO SALES  
PRICE RATIO

16

DAYS ON MARKET  
VS 45 DAY AVERAGE

**59%** of our listings received multiple offers and sold for **3.6%** MORE than the average agent or FSBO. **90%** sold in 2 weeks or less. **16** days on average.

Our **flexible commission plan** saved many of our clients thousands of dollars!



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# HEY, FIND OUT YOUR HOME'S WORTH TODAY!

BEFORE MAKING THE DECISION TO SELL,  
GET YOUR COMPLIMENTARY HOME VALUE  
ANALYSIS WITHIN 24 HOURS!

1

## COMPARABLE HOMES

Recently sold homes  
in your neighborhood  
similar to your home.

2

## MARKET CONDITIONS

Market factors that  
may influence the  
value of your home.

3

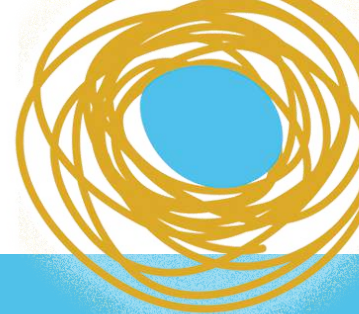
## LISTING RECOMMENDATIONS

General price range to  
use as a starting point  
for selling price.

CLICK HERE FOR FREE  
**HOME VALUE**

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# HELLO!

## I'm Jamie Walzer

### Team Leader and Listing Specialist at Urban Nest Real Estate Group

After working, traveling and living abroad for several years, I discovered one consistent truth: everyone needs a place to call home. Originally from Illinois, I first fell in love with the South while attending the College of Charleston in South. I now enjoy all that Intown Atlanta living has to offer.

Like everything else in life, selling a home is way more stressful and complicated than it needs to be. But, it can also be a very fun and exciting process, and there's nothing that gives me more pride in my work than helping someone realize their goals when selling a property in Atlanta.

My promise to you, the seller, is to be your advocate and to empower you with the tools you need to feel confident that you are making the most of your real estate investment. Reading through this guide will answer many questions, but it may also raise new ones. So please don't ever hesitate to reach out. I am always here to unite and conquer in this crazy real estate world.

**Jamie Walzer**

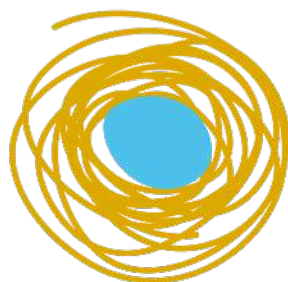
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