

Ten Tips - Selling Your Home By Owner

1. South Carolina Law – Are you aware that Sellers of real estate must provide the *Residential Property Condition Disclosure Statement*.
2. Adjusted Price – Have you adjusted your listed price to account for NOT involving a Realtor? Buyers will expect to pay less for a privately listed home.
3. Competition - How many houses are for sale in your area? Are you competing against new houses?
4. Comparables - What have other homes in your neighborhood sold for recently? How do they compare to yours in terms of size, condition, and amenities?
5. Contingencies – How will your personal contingencies impact your price? Have you priced to sell in time?
6. Accuracy – Studies show that homes priced higher than 3% over the correct price take longer to sell.
7. Lender Approved – Since most buyers will need a mortgage, it's important that a home's sale price be in line with a lender's estimate of its value. Does your price reflect that of a Lender?
8. Emotions – Can you be realistic and separate yourself from your emotions while entertaining offers? Sweat-equity doesn't hold value in a Buyer's perspective.
9. Know Your Bottom Line – With each offer, consider Net figures, and know what your absolute lowest price is.
10. Advertise – What are you doing to touch more prospective Buyers? F.S.B.O. listings do not currently show-up on the Greater Columbia Multiple Listing Service.

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