

Dear: Homeowner

Attached you will find an outline of a unique **'For Sale By Owner First Aid Kit'™** specifically designed to assist you with the sale of your property.

The **'For Sale By Owner First Aid Kit'™** is available to you at no cost or obligation, compliments of **(Company Name)**.

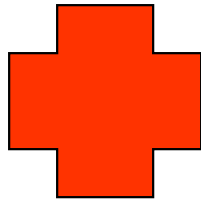
To receive your copy, simply check-off those items of interest and contact me, **(Agent Name) REALTOR®** at **(Company Name)**.

Should your plans change down the road and you decide to utilize the services of a Real Estate Professional, I, **(Agent Name)** at **(Company Name)** would appreciate the opportunity to introduce and explain our unique and proven **Home Marketing Upgrade Strategy** which is designed to mobilize, coordinate and facilitate the entire Real Estate Brokerage Community behind your property so that we can locate not just 'A Buyer' but the 'Right/Best Buyer' for your property.

Thank you for your interest in the **'For Sale By Owner First Aid Kit™**.

Sincerely,

(Agent Name)  
Salesperson????  
REALTOR®



**For Sale By Owner**

**First Aid Kit**

18 Checklists and Other

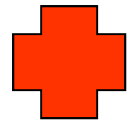
Pertinent Real Estate

Information Available to

**For Sale By Owners**

**Compliments of**

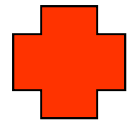
Business Card



## 18 Checklists

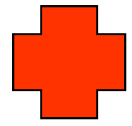
### Every FOR SALE BY OWNER Needs

- 1. 18 Service Providers Sellers Should Consider Using
- 2. 12 Laws, Disclosures, Rules and Regulations
- 3. 12 Clauses Buyers Include In An Offer To Purchase
- 4. 6 Essentials Of A Valid Sales Contract
- 5. 17 Considerations Appraisers Use
- 6. 12 Things You Need To Know About Appraisals
- 7. 5 Critical Areas Lenders Scrutinize Qualifying Buyers
- 8. 4 Characteristics of Value
- 9. 10 Costs When Determining Seller's Net
- 10. Exterior Checklist When Selling
- 11. General Interior Checklist When Selling
- 12. Interior Living Area Checklist When Selling
- 13. Kitchen and Bathroom Checklist
- 14. Attic and Garage Checklist
- 15. 8 Interior Items Buyers Really Notice
- 16. Open House Checklist
- 17. Getting Your House Ready For The Marketplace
- 18. Creating A "Great Home Features Sheet"



## 18 Service Providers *Sellers Should Consider Using*

- 1. Attorney (Real Estate Specialist)
- 2. Appraiser (Real Estate)
- 3. Home Inspector (Building Inspector)
- 4. Mortgage Loan Officer (to check buyer's qualifications)
- 5. Environmental Specialist
- 6. Tax Advisor
- 7. Lead Paint Inspector
- 8. Radon Gas Expert
- 9. Well-Septic-Sanitary Systems Expert
- 10. Occupancy Permit Inspector
- 11. Zoning Inspector
- 12. Survey Company
- 13. Flood Plain Inspector
- 14. Termite/Pest Control Company
- 15. Title Company
- 16. Insurance Consultant
- 17. Moving Company
- 18. **Real Estate Professional**



## **12 Laws, Disclosures, Rules And Regulations You Should Be Aware Of When Selling Your Home**

- 1. Federal Fair Housing Laws
- 2. Lead Base Paint Disclosure
- 3. Seller Disclosure Laws
- 4. State and Local Housing Laws
- 5. Real Estate Contract Law
- 6. Zoning and Local Ordinance Laws
- 7. Laws Regulating Advertising and Marketing
- 8. Building Code Laws
- 9. Occupancy Laws
- 10. Governmental Rights and Real Property Laws
- 11. Environmental Rules and Regulations
- 12. Stigmatized Property Laws



## **12 Clauses Buyers Might Include In An Offer To Purchase**

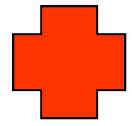
- 1. Loan Approval Contingency
- 2. Building Inspection Contingency
- 3. Environmental Hazards Contingency
- 4. Lead Paint Contingency
- 5. Termite/Pest Inspection Contingency
- 6. Appraisal Contingency
- 7. Attorney Review & Approval Contingency
- 8. Sale and/or Closing of Current Home Contingency
- 9. Title Inspection Contingency
- 10. Occupancy Permit Contingency
- 11. Stigmatized Property Contingency
- 12. Survey and Flood Plain Contingency



## **6 Essentials That Real Estate Contracts Must Have To Be Valid And Enforceable**

- 1. Must be in writing – except for leases of one year or less
- 2. Competent parties – must be at least 2 parties of legal age
- 3. Names and signatures of all parties to the contract
- 4. Consideration – such as a promise to pay money
- 5. Address of property and/or legal description
- 6. Meeting of the minds – the seller clearly understands the terms of the buyer's offer and the buyer clearly understands the performance required.

The parties involved in a real estate transaction are advised to seek the services of an experienced real estate attorney to review the Agreement to Purchase.



**17 Considerations Appraisers Use**  
***When Comparing Your Property***  
***To Other Properties In The Marketplace***

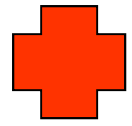
- 1. The market conditions on the date of sale.
- 2. Location, location, location.
- 3. The site/view both looking at the property and looking from the property.
- 4. The design and appeal of the dwelling.
- 5. The quality of construction.
- 6. Age of property.
- 7. Condition of property.
- 8. Total number of rooms.
- 9. Number and types of rooms(number of bedrooms, number of bathrooms, etc.)
- 10. Square footage (gross livable area)
- 11. Is there a basement?
- 12. Is the basement finished? If so, number and types of rooms
- 13. How functional is the property? (good, average, fair, poor)
- 14. Is there central air conditioning?
- 15. What type of car storage is available? (garage, carport, etc.)
- 16. Are there any special features that your property offers? (porches, patios, pool, fireplace, special heating/cooling equipment, skylights, etc.)
- 17. Were there any special financing or special sale considerations that might have impacted value for the comparable properties?





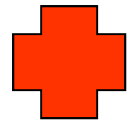
## **12 Things You Need To Know** **About A Real Estate Appraisal**

- 1. It is an objective opinion of value. It is not an exact science. If three appraisers appraised the same property, they might assign three different estimates of value.
- 2. Most sellers, buyers and lenders want an appraisal that reflects the market value rather than the insured value, assessed value, sentimental value or other types of value.
- 3. An appraiser's estimate of value typically reflects the current market conditions in the subject property's marketplace. This can change dramatically if market conditions shift.
- 4. The appraiser's estimate of value reflects the most probable price the property will sell for without special considerations or circumstances.
- 5. The best indicator of market value for residential property is found by applying the sales comparison approach.
- 6. Most lenders base a buyer's loan amount on either the sales price or the appraised value of the property, whichever is less.
- 7. Many homebuyers today are writing their offers to purchase subject to the property appraising at or above the sale contract price.



## **5 Critical Areas** ***A Lender Will Scrutinize*** ***When Qualifying The Buyer***

- ❑ 1. The borrower's assets
  - ✓ Cash for closing and back-up funds
  - ✓ Other
- ❑ 2. The borrower's liabilities
  - ✓ Revolving and installment accounts
  - ✓ Child support and alimony payments
  - ✓ Pledged assets and unsecured loans
- ❑ 3. The borrower's ability to repay the loan – cash flow
  - ✓ Income
  - ✓ Employment stability
- ❑ 4. History of repayment of debt
  - ✓ Credit report
  - ✓ Mortgage history rating
- ❑ 5. Standard Qualifying Ratios...
  - ✓ Normally, the total housing payment PITI (principle, interest, taxes, insurance) should not exceed 28% total gross monthly income.
  - ✓ Normally, the total monthly income debts, including housing, should not exceed 36% of the total gross monthly income.



## **4 Characteristics Of Value** ***You Need To Be Aware Of***

### **1. Demand**

Demand is in the eye of the beholder. It varies from person to person. The demand for a particular piece of real estate changes as the wants of each individual change.

### **2. Utility**

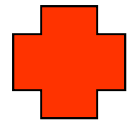
In order for real estate to have value it must have usefulness or utility. Usefulness creates a desire for possession and had the power to give satisfaction. Will the typical buyer in the marketplace have their needs met by purchasing your home?

### **3. Scarcity**

In order for real estate to be of value, it must be relatively scarce. If too many homes like yours are for sale it will negatively impact the value of your home.

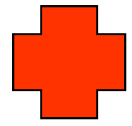
### **4. Purchasing Power**

Purchasing power is created by desire. Can the buyer who desires the property afford the property? The more that can afford the property, the better.



## **10 Costs To Consider When Determining Your “Seller Net”**

- 1. Mortgage Payoff
- 2. Closing Fees – Lender
- 3. Closing Fees – Title Company
- 4. Interest Payment (through the day of closing)
- 5. Pro-rated Property Taxes
- 6. Survey Fee
- 7. Title Policy Fees
- 8. Attorney Fees
- 9. Buyer’s Agent Fees (if applicable)
- 10. Other Fees...



## ***Preparing Your Home For Sale***

### **Exterior Checklist**

- Keep your lawn cut and edged. Trim trees and shrubs, removing all dead limbs and debris.
- Add color to your yard and front porch with flowers and/or hanging plants.
- Arrange outdoor furniture neatly. Put away all lawn equipment, bikes and other toys.
- Repair any broken areas of your fence, deck, patio, etc. Make sure these areas are clean and in good shape.
- Check the exterior of items like siding, windows sashes, trim and shutters. Clean these areas and/or paint as needed. Give special attention to the front door area.
- Make sure your gutters are clean of debris. Wash or paint as needed. Re-align the gutters if they look crooked.
- Check the roof for shingles or flashing that need replacing or repair.
- Replace broken windows, doors and screens. Make sure each looks clean and in good condition.
- Wash driveways and sidewalks. Patch holes and try to remove stains.
- Touch up the “little things” ...house numbers, mail box, door bell, etc.



# Preparing Your Home For Sale

## General Interior Checklist

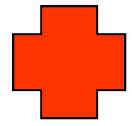
- Entry area should be spotless.
- Entry area closet should appear roomy. Remove out-of-season items and add extra hangers.
- Eliminate cooking, smoking and pet odors.
- If there are smoking odors, have furniture, drapes and carpets cleaned.
- If there are pet stains, carpet and padding may need replacement.
- Stick to neutral colors if painting or replacing carpets.
- Wash all window – take advantage of natural sunlight.
- Window screens should be in good condition and free from holes.
- Make sure all lighting fixtures have working light bulbs.
- Clean all carpets.
- Clean all wood and tile floors.
- Get rid of cluttered closets...leave very few items on the floor of closets.
- Consider moving large pieces of furniture into storage.
- Clean and polish woodwork.
- If the season is appropriate, open windows and let the fresh air into the house.



## Preparing Your Home For Sale

### Interior Living Areas Checklist

- Have walls and ceiling in top shape.
- Repair any damages that may have caused ceiling or wall stains and repaint.
- If repainting, stay with neutral off-white colors.
- Replace any burned out light bulbs
- Add lighter wattage light bulbs if rooms are dark.
- Be sure all lighting switches are in working order.
- Wash floors.
- Remove stains from carpeting
- Clean and organize closet space... remove out of season clothing to make closets appear larger.
- Consider adding fresh or silk flower arrangements throughout the house.
- Sweep and clean fireplace.
- Make sure all doors and windows open and close easily.



# Preparing Your Home For Sale

## ***Kitchen and Bathrooms Checklist***

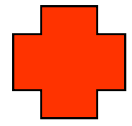
### ***Kitchen***

- Clean and organize all storage space.
- Avoid clutter, store small appliances.
- Clean ventilating hood and exhaust fan.
- Sink, cabinets, appliances and counter tops should be clean and fresh.
- Wash & organize cabinets.

### ***Baths***

- Check all faucets. Repair any dripping faucets.
- All surfaces should be spotless. Clear off vanity countertops.
- Replace worn shower curtain(s).
- Remove all personal care items from sights and neatly store.
- Clean and organize drawers and linen closets.
- Clean and repair caulking.

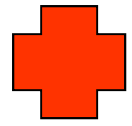




## Preparing Your Home For Sale

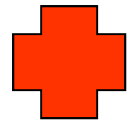
### Attic & Garage Checklist

- Dispose of everything you are not going to move.
- Pack all items you won't be needing until the move and arrange neatly so the exterior walls can be inspected.
- Attic stairways should be well-lighted & free from clutter.
- Increase bulb wattage on stairways, attic and garage.
- Attic handrails must be secure.
- Sweep floor of garage; remove any stains and dirt.
- Organize tools and garden equipment.
- Wipe off any dust and dirt from water heater and furnace.



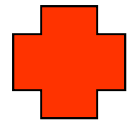
## **8 Interior Items Buyers Really Notice**

- 1. Buyers take special notice of light and bright homes. Buy high intensity light bulbs and be sure to clean all light shades and covers.
- 2. Buyers notice especially clean homes. Do a “spring cleaning” throughout... no matter what the season is. Give special attention to the following: windows and screens, counter and appliance tops, mirrors, ovens, sinks, toilets and tub/shower areas.
- 3. Buyers notice clean windows, freshly laundered drapes & curtains.
- 4. Buyers notice freshly cleaned carpets and waxed floors. Replace or repair damaged area of the floor or floor covering.
- 5. Buyers notice spacious rooms. Arrange furniture and decorations to improve each room. Remove unnecessary items that don't fit in.
- 6. Buyers notice colors that will blend with their décor and furnishings. Consider brightening things up with a fresh coat of paint. Think white, off-white or beige. Such colors make a room look bigger and brighter. These colors also are most likely to go with the new buyer's furnishings.
- 7. Buyers notice closet & cabinet space. Neatly arrange everything in your closets, cabinets and other storage area...like the basement and garage. Get rid of all unnecessary items.
- 8. Buyers pay attention to tiny details. Fix all of the “little things” ...loose door knobs, leaky faucet(s), towel racks, and clean and repair caulk areas.



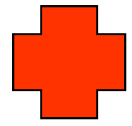
## Open House Tips

- Schedule your open house at least one week in advance.
- Look in the local real estate section of your paper to determine the popular day(s) of the week and times for an open house.
- Restrict the total hours of the open house.
- Place directional arrows from 3-4 blocks away.  
(check your local city ordinance for sign restrictions)
- Place a visible open house sign in your front yard.
- Remove all debris from the front yard.
- Leave space for buyers to park.
- Your front walkway should be clean and clear of debris.
- Turn on all lights...open drapes and curtains.
- Turn on lights in closets.
- Bathrooms must be spotless.
- If your closets are very organized, open a few.
- Tune in soft music on the same radio station in each room.
- Remove valuables from sight.
- Place your property brochure in the entry area, if possible.
- Consider a guest registration book for your prospective buyers to sign.
- Be sure the house smells great.



## **Getting Your House Ready** **For The Marketplace**

- 1. Hire a professional home inspector to inspect your property prior to putting it on the market.
- 2. Spend the money necessary to make repairs and cosmetic upgrades for a timely sale.
- 3. Offer a Home Protection Warranty Program to the purchaser of your home.
- 4. Price your home according to the current market indicators. Pay close attention to those properties that have recently closed that are most comparable in amenities and location.
- 5. Pay close attention to the feedback information from showings.
- 6. Would you consider creative financing to assist your prospective buyer with the home purchase? If so, be knowledgeable about the options available.



## ***Grab The Buyer's Attention With A "Great Home Features Sheet"***

**Simply Answer the Following Questions**

- 1. What caused you to buy the house?
- 2. What are three major benefits of living in this area?
- 3. What is one feature of this property you would like to take with you to your next home? Why?
- 4. What have friends and relatives liked about your home?
- 5. Is there anything special you and/or the kids will miss about the area when you move away?
- 6. What have you done to improve the property over the year?



## Other Pertinent Real Estate Materials Available

- Relevant *Market Data/Statistics*
- Sample *Sales Contract*
- Sample *Comprehensive Addendum*
- Sample *Seller's Disclosure Statement*
- Merchandising Information*
- List of *Preferred Service Providers*
- Mortgage Information*
- Complimentary Promotional Flyer*
- Complimentary Garage Sale (Directional) Signs*
- Other (Specify):* \_\_\_\_\_

\_\_\_\_\_

*The above checklist is not a substitute for legal, tax or other professional guidance*



## ***Contents Of*** **'Property Promotion Book'**

- Plat or Survey
- Property description
- Floor plan
- Area facts
- Special features
- Utility Costs
- Area Schools
- Park District Programs/Recreational facilities
- Library facilities
- Community Profile
- Photos of the property
- Financing information
- Copy of current tax bill
- Home Warranty information
- Map of local area