

FSBO Checklist

The items below are a snapshot of a "to-do" list. All of the "to-do" items are covered in the "Seller" section of our website. Double click on each article for more in-depth reading and then print this checklist.

Not all of the "to-do" lists apply for every transaction. For example, maybe you're not going to obtain the optional MLS listing. In that case you would mark "NA" for not applicable. This is your transaction and you make whatever decisions and adjustments you see fit to sell your home. We wish you all the best!

Prior To Listing Home For Sale

	Company Name and Cost	Done
Find a Real Estate Attorney	_____	_____
Find an Escrow Officer	_____	_____
Obtain a purchase contract and forms	_____	_____
Go over purchase contract in depth with the Real Estate Attorney		
Buy Sellers Home Warranty	_____	_____
Staging company	_____	_____
Clean carpets	_____	_____
	_____	_____
Cleaning crew	_____	_____
Fix any small repairs	_____	_____
Prepare Exterior		
Shrubs, flowers, potted plants and sod	_____	_____
	_____	_____
	_____	_____

Marketing your property

Obtain a list of comparable sales

Company or Website

Obtain a FSBO MLS listing

Company or Website

Visit comparable homes for sale similar to mine

Obtain a CMA or BPO from a Realtor to help establish a sales price

Company Name

Willing to pay a buyers Realtor commission

Yes

%

No

Is the FSBO toll free# set up correctly?

Have interior and exterior photos been sent to FSBOs in So Cal.com?

Are the photos on your website

Is the property video uploaded to your FSBOs in So Cal.com website

Do you have the FSBO yard sign

Newspaper advertisement bought and placed in weekend Real Estate classified section, showing the website address and toll free phone number

Place an ad on Craigslist.com with the same information as listed above for the newspaper advertisement

Go to Zillow.com and pull up your property and fill out the "make me move" info

Obtain a guestbook, or make one to keep track of all your prospective buyer names and home phone numbers and e-mail addresses.

Vertical text on the left margin, possibly a page number or reference code.

Set your sales price

Start Date and Priced

Revised

Print home flyers from your FSBO site and distribute to area Realtor offices

Realtor office and date

Print 500-1000 property flyers from your FSBO website and call FSBOs in So Cal. com for free distribution.

Obtain financing flyer from FSBOs in So Cal.com

Day of appointment/open house

Print color property flyers for distribution

Put out financing flyers given to you by FSBOs in So Cal.com along with your property flyers so that each prospective buyer has one in hand before they leave

Have the toll free phone number forwarded to your home phone for open house hours.

Kids to babysitter

If your home has been staged by a professional, make sure the staged items are where they belong.

Obtain names and e-mail addresses from each prospective homebuyer so that you can communicate any seller concessions or price reductions that may be offered in the future and log them into your guestbook

Always remember to have a good attitude. Have a blank purchase contract handy.
Chances are buyers without Realtor representation may not know what the next step is if they want to make an offer on your home.

Make sure your home shines inside and out!