



FSBO (For Sale By Owner) – Selling Power Check List

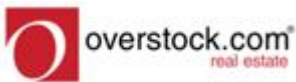
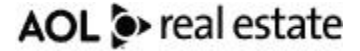
29 Most Common Steps We Take To Sell Homes For Top-Market-Value. How Strong Is Your Selling Power?

TASK	Us?	You?
• Uncover who your “ <u>best buyer</u> ” target audience is (who will pay the <u>most \$</u> for your home)	Yes	–
• Create a targeted plan around those buyers & highlight your home to match their <u>lifestyle</u>	Yes	–
• Complete “Value-Analysis” for your specific home’s features and criteria (a \$495 service)	Yes	–
• Mass-Target Exposure through multiple ad-streams, reaching <u>More Potential Buyers</u>	Yes	–
• Shoot Video & Upload to YouTube (2 nd Largest <u>Search Engine</u> Worldwide, 1 st for Video)	Yes	–
• Take Industry-Professional Photos That Attract More Attention	Yes	–
• Avoid Taking Photos That Hurt The Selling Power of a Property (Strategically)	Yes	–
• Purchase & Place High-Caliber (Infra-Red) Lock Box Onsite w/ Controlled Access to Account For <u>Who</u> Sees Your Home, <u>When</u> They Visited, & <u>Why</u> They Came (very helpful positioning)	Yes	–
• Systematic Feedback & Contact Control With All Interested Buyers, & Buyer’s Agents	Yes	–
• Market The Home Using Key-Industry-Strategies (not used by 99.99% of Agents)	Yes	–
• Advertise The Property With A Full-Color, Print-Ad To Maximize Exposure	Yes	–
• Pre-Qualify Buyers (are they a buyer, a dreamer, or just a real estate critic?)	Yes	–
• Pre- <u>Approve</u> Buyers (are they actually Pre- Approved or Just Pre-Qualified, or Neither?)	Yes	–
• Be Available For Buyers On <u>Their</u> Schedule in order to accommodate the best possible sale	Yes	–
• Cold-Call Potential Buyers and Buyer’s Agents Through Industry Networking Events	Yes	–
• Know What Industry Related Advertising Tactics Are Most Effective	Yes	–
• Know Exactly What The Competition Is not only Listed For, But Selling For, and Why	Yes	–
• Know What Other Bonuses, Repairs, or Seller Contributions Were Given On The Other Homes That Play Into The Actual Market Value	Yes	–
• Overcome Common Objections, Uncommon Objections, and Present Value Based on Industry Specific Knowledge, Tools, and Tactics In Order To Get The Best Offers Possible	Yes	–
• Utilize Industry Education In “Home Staging” To Strategically Help A Home Sell For More	Yes	–
• Pin-Point Key Areas of Better Curb Appeal and Minor Adjustments That Attract Buyers	Yes	–
• List The Property In The Multiple Listing Service (With Effective Strategies To Get Attention)	Yes	–
• Design, Create, & Purchase Custom Flyers, Photos, Virtual Tour & Signs Effective In Capturing More Attention (strategic positioning)	Yes	–
• Know The Laws of Disclosure and Ways To Accommodate Buyer’s Reluctance When Presenting Disclosures	Yes	–
• Refer Buyers To <u>Credible</u> Vendors such as Inspectors, Lender, Title Company, Home Warranty Company, Home Improvement Company, Lawn Service, & Other Industry Contacts To Make it As Easy As Possible For Them To Buy and Enjoy Your Property	Yes	–
• Flyer Delivery To <u>Local</u> Real Estate Agents Who Have Potential Buyers (industry messaging)	Yes	–
• Flyer Distribution To <u>Area</u> Real Estate Agents Via Email Database (industry messaging)	Yes	–
• Flyer Distribution To Database of Potential Buyers (Target Marketing)	Yes	–
• Advertise The Property On Multiple Websites Online To Maximize Exposure (see pg. 2)	Yes	–
• (Some Big Names You Might Recognize Include: Realtor.com, Trulia.com, Google, Yahoo, & AOL Real Estate, Zillow.com, Homescape.com, FrontDoor.com)	Yes	–
Total	29	



29+ MOST Common Websites WE ADVERTISE ON

Increasing Your Online Exposure Is Supplemental To Our Overall Marketing & Sales Strategy. Here Are Some Of The More Familiar Websites Your Listing May Be Exposed To Buyers Through:



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This is not meant as solicitation from clients currently under representation with a Broker





FSBO - JUST FOR FUN!

What Else Are You Willing To Do “By Owner?”

TASK	You?
• FTBO (Fix Teeth By Owner): Replace Your Dentist and buy your own plaque scraper!	—
• FJBO (For Jury By Owner): Replace Your Attorney and do your own case-specific research!	—
• FBBO (Feel Better By Owner:) Replace Your Doctor and just purchase over-the-counter meds until it feels better!	—
• FSBO² (For Surgery By Owner): Replace Your Surgeon and get one of your friends to help you cut, sew, stitch and wrap. You can get pain killers online anyway!	—
• FCBO (For Construction By Owner): Replace Your Carpenter and go to Home Depot or Lowes for the materials and research “How To’s For Handyman” online for free!	—
• FABO (For Anatomy By Owner): Replace Your Chiropractor and crack your own back!	—
• FPBO (Fine Paintings By Owner): Replace Your Artist and just buy the canvas, paint and paint brushes yourself. There’s more appreciation in your own work anyway!	—

Know a funny “By Owner” acronym? Email us and we’ll add it!

Here is a Riddle I will share with you that may have the potential to increase your overall net worth and reduce your stress. The Answer is interchangeable to any activity you deem suitable. Once you understand the basis of this Riddle, and you apply it to the tasks in life that you do not specialize in, you should begin to see your net worth increase and your stress levels decrease.

Riddle:

What costs more time than money, and more money in time?

Answer:

Selling Your Property without a great REALTOR®.

WHY? In the beginning, it will cost you mostly lots of time (instead of money) to conduct all the necessary tasks of trying to sell your home. However, in the end of your home-selling efforts, it will have cost you more money, usually from Lost Profits during the selling process by over-looking the need for a Professional Strategy, Exposure, Marketing, and Salesmanship all necessary to capture and retain Top Market Value for your home.

Interchangeable answers to the Riddle include:

- *Practicing Law without a great Attorney*
- *Conducting surgery without a great Surgeon*
- *Building a home without a great Builder*

Attempting to accomplish something that requires specialized skills, knowledge, and tools that you simply do not have (in order to save money) is rarely a good idea and rarely ever pays off.

*Buying and Selling Real Estate is certainly not Rocket Science. Neither is the work of a Doctor or Lawyer. You can certainly hire the wrong Doctor, the wrong Lawyer, and the wrong Real Estate Agent. There are many cases of bogus Lawyers and Doctors, just as there are Bogus Agents, but the skills of a great professional should always pay off. Remember, approximately 88% of “For Sell By Owners” end up listing with an Agent, and expert Realtors sell for an average of 13% more.**

* NAR (National Association of REALTORS statistic)



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Thank you for reviewing the FSBO Selling-Power Check-List.

I hope it helps you in your selling process and at least gives you a few more ideas to work with out there!

Are you ready for your FREE Report?

The process of selling your own home can certainly be a tedious and frustrating job. I know this because I sell homes for a living and I've seen many horrifying situations of profits being lost and people being driven crazy! Believe it or not, but it can happen from hiring the wrong Agent just as easy as it can happen from trying to sell your own home without all the right strategies in place.

It has taken me years of experience and a great deal of monetary investments to get the right tools, training, and systems in place that allow me to sell my client's homes for "Top Market Value", however, most of my client's successful transactions are a direct result of my skills and work ethics that I have been gifted with; those that cannot be purchased.

If you were to hire a REALTOR® to sell your home, I encourage you to not only choose wisely but to please consider my professional "Signature Series Listing Services". You will be called on by many Agents over the course of your selling experience, and I certainly do not want you to end up hiring a weak Agent; at a weak moment. Trust me; you'll be hit with all sorts of cheap, enticing offers out there!

Anyhow, let's keep in touch. I'm happy to offer advice along the way. As you know, approx. **88% of "For Sale By Owners" end up listing with an Agent***, so if you are not ready to hire one just yet, go ahead and take the next FREE step and receive my "T-N-T Program" **Free Report**. It's packed full of additional ideas and tips.

Take Action right now with (One) of these Two Steps:

1. Get Free Consultation about selling your home for Top-Market-Value, the right way, by clicking here ShawnMonLabel@gmail.com or calling me at 512-330-1075
-OR-
2. Click Here ShawnMonLabel@gmail.com to email me for my **T-N-T Program** Free Report. The "T-N-T" Program stands for "Tell-No-Tale", and the report begins to explain how Home Owners **Can Find Lost Profits Buried in their Home Sale**. Or, just visit www.AustinTNT.com and get the Free Report sent to you there.



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