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# For Sale by Owner Guide

HELPFUL HINTS AND TIPS TO SELL YOUR HOME

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# The Selling Timeline at a Glance



## STEP 1

### Prepare your home for the market

- ✓ Consider hiring an agent and review your options
- ✓ Consider repairs
- ✓ Create a game plan
- ✓ Home prep checklist

## STEP 2

### Strategically market your home

- ✓ Determine the price
- ✓ Professional photo/video
- ✓ Execute marketing plan

## STEP 3

### Show your home

- ✓ Pre-showing checklist
- ✓ Negotiating offers

## STEP 4

### Sell it!

- ✓ Go under contract
- ✓ Pre-closing checklist

# Helpful Hints for Selling Your Home



## MARKETING YOUR PROPERTY

The majority of buyers start their home search online. Make sure you are on all home search sites. I highly recommend having professional photos done to upload to websites.

## SHOWING YOUR PROPERTY

Make sure your home is clean and uncluttered before showings. Open windows, turn on lights, and light a candle. Make sure your valuables are safe and put away.

## GUEST REGISTRY

Make sure to have potential buyers fill out a contact form before showing your property. For both safety reasons and so that you may follow up with them.

## MAKE A FLYER

Create a flyer with listing details and photos, give the flyer to potential buyers as they enter your property. You can also include financing information so buyers will have an idea of the mortgage payments.

## FILLING OUT DOCUMENTS

If you do not know the forms or understand what you are signing, do not sign anything. Hire a professional (some real estate agents will help for a flat fee or an attorney) to do it for you.

# Preparing Your Home for the Market

Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. Consider having a home inspector come and see if anything needs to be repaired.

## REPLACE OR REPAIR IF NEEDED

### TO DO DONE

- |                          |                          |                        |
|--------------------------|--------------------------|------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Light fixtures         |
| <input type="checkbox"/> | <input type="checkbox"/> | Light bulbs            |
| <input type="checkbox"/> | <input type="checkbox"/> | Worn/stained carpeting |
| <input type="checkbox"/> | <input type="checkbox"/> | Window glass           |
| <input type="checkbox"/> | <input type="checkbox"/> | Kitchen appliances     |
| <input type="checkbox"/> | <input type="checkbox"/> | Cabinets               |
| <input type="checkbox"/> | <input type="checkbox"/> | Sinks and faucets      |

### TO DO DONE

- |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | HVAC                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Paint walls where needed |
| <input type="checkbox"/> | <input type="checkbox"/> | Remove wallpaper         |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Electrical panel         |
| <input type="checkbox"/> | <input type="checkbox"/> | Smoke detectors          |

## KITCHEN

### TO DO DONE

- |                          |                          |                                   |
|--------------------------|--------------------------|-----------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Clean off counters and declutter  |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean tile grout if needed        |
| <input type="checkbox"/> | <input type="checkbox"/> | Thoroughly clean all appliances   |
| <input type="checkbox"/> | <input type="checkbox"/> | Organize all drawers and pantries |
| <input type="checkbox"/> | <input type="checkbox"/> | Thoroughly clean floors           |

## BATHROOMS

### TO DO DONE

- |                          |                          |                                   |
|--------------------------|--------------------------|-----------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Thoroughly clean all surfaces     |
| <input type="checkbox"/> | <input type="checkbox"/> | Declutter countertops and drawers |
| <input type="checkbox"/> | <input type="checkbox"/> | Fold towels and stage decor       |
| <input type="checkbox"/> | <input type="checkbox"/> | Remove any unnecessary items      |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or replace shower curtains  |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean any moldy areas             |

## LIVING & DINING ROOM

TO DO

DONE



Remove clutter & personal items



Stage with pillows and throws



Dust and clean all surfaces and fixtures



Keep all tables clear and decluttered

## EXTERIOR

TO DO

DONE



Pressure wash any dirty concrete



Clean or repaint front door



Repaint exterior and trim if needed



Wash windows inside and out



Sweep walkways and patios



Mow the lawn and trim shrubs

## BEDROOMS

TO DO

DONE



Remove clutter & personal items



Clean out and organize closets



Repair any damage in walls



Keep closets closed during showings



Make beds before any showings

TO DO

DONE



Yard is clean and maintained



Replace any rotten wood



Outdoor furniture staged and inviting



Pressure wash any dirty concrete



Fence is in good shape



Pool/spa is clean and in working condition



# Consider These Questions

BEFORE RULING OUT HIRING A REAL ESTATE AGENT



- Do you know how to write a contract?
- Do you have the budget for photography and marketing?
- Do you know the market value of your home?
- Do you have a third party to negotiate on your behalf, or will you be doing it directly with the buyer?
- Are you prepared to leave work for showings and arrange these on your own?
- Do you know how to prepare your home to sell for top market value?
- Do you know how to qualify a potential buyer?
- Are you prepared for the process after an agreement has been reached?



#### SOMETHING TO CONSIDER

According to the NAR, 37% of contracts fall through because of repair issues sellers could have addressed before listing their property.

Once your buyers go under contract, they'll most-likely have inspections done on the property. If they are financing, the home will need to be able to pass the inspection in order to obtain home insurance and secure the loan. Because of this, consider making any repairs to your home prior to putting it on the market.

If it's recommended, schedule a pre-sale inspection. Then you'll know precisely what needs to be addressed from a functional standpoint. Invest in repairing major systems first. Think HVAC, plumbing, roofing, foundation, or electrical issues.



# Pricing Your Home

Wondering if you should price your home in line with the market or bump it up a little "just to see what happens?" Here's the answer: Overpricing your home (even by a few thousand) is the #1 way to sabotage your chances of getting top dollar for your home. Here's why:

- Buyer agents know what your home is worth and if a home is overpriced they're going to say so. A home priced correctly will ALWAYS generate more interest and sell faster.
- If you price your home higher than what it's actually worth, it may not appraise by the buyer's lender, and we risk losing a contract or going back to negotiations. If we go back on the market, that's a bad look for new potential buyers.
- The longer the home sits on the market, the worse it looks to potential buyers.

To get an accurate price on your home, I will gather data and help you analyze comps, location, size, age, condition, updates, and other factors that point to a price that will strike the right balance between current market conditions and the features that make your home attractive for buyers.



# Pre-Closing Checklist

Use this checklist to prepare for closing day.

- ☐ Ensure you've provided any additional paperwork requested prior to closing
- ☐ Gather your closing documents
- ☐ Officially change your address (see list on the next page's moving checklist)
- ☐ Cancel your home insurance
- ☐ Cancel utilities
- ☐ Clean thoroughly before the final walk through
- ☐ Gather keys and remotes to bring to closing
- ☐ Gather all of the manuals, warranties, and receipts for appliances
- ☐ Bring your license, your keys/remotes, and any final utility bills to closing

# Moving Checklist

Use this checklist to prepare for closing day.

## 4-6 WEEKS BEFORE

- |  |  |
|--|--|
| <input type="checkbox"/> Declutter, discard & donate                               | <input type="checkbox"/> Choose a mover and sign contract                                |
| <input type="checkbox"/> Collect quotes from moving companies                      | <input type="checkbox"/> Create a file of moving-related papers and receipts             |
| <input type="checkbox"/> Locate schools, healthcare providers in your new location | <input type="checkbox"/> Contact homeowner's insurance agent about coverage for moving   |
| <input type="checkbox"/> Secure off-site storage if needed                         | <input type="checkbox"/> Contact insurance companies to arrange for coverage in new home |

## 3-4 WEEKS BEFORE

- |   |  |
|---|--|
| <input type="checkbox"/> Notify everyone about your change of address | <input type="checkbox"/> Notify utility companies of date to discontinue/ transfer service |
|---|--|

## 2-3 WEEKS BEFORE

- |  |  |
|--|--|
| <input type="checkbox"/> Notify DMV of new address   | <input type="checkbox"/> Notify utility companies of date to discontinue/ transfer service |
| <input type="checkbox"/> Discontinue additional home services (housekeeper, gardener/lawn service) | <input type="checkbox"/> Arrange for child and pet care on moving day                      |
| <input type="checkbox"/> Start using up things you can't move, such as perishable                  | <input type="checkbox"/> Notify HOA about upcoming move, reserve elevator usage            |

## 1 WEEK BEFORE

- |  |  |
|--|--|
| <input type="checkbox"/> Confirm final arrangements                      | <input type="checkbox"/> Pack an essentials box for quick access at new home |
| <input type="checkbox"/> Arrange transportation for your pets and plants | <input type="checkbox"/> Label moving boxes with the contents inside         |

# About Jaime Cantu

REALTOR®



I'm Jaime Cantu. I truly believe that buying or selling a home is more than just a transaction; it's a major life moment. My approach is simple: clients always come first. I maintain constant communication, keep things honest and straightforward, and work diligently to make the process as smooth and stress-free as possible.

With strong local market knowledge and a genuine passion for helping people, my goal is to make sure every client not only reaches their real estate goals, but walks away feeling confident, supported, and excited about what's next.

## LICENSE

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