



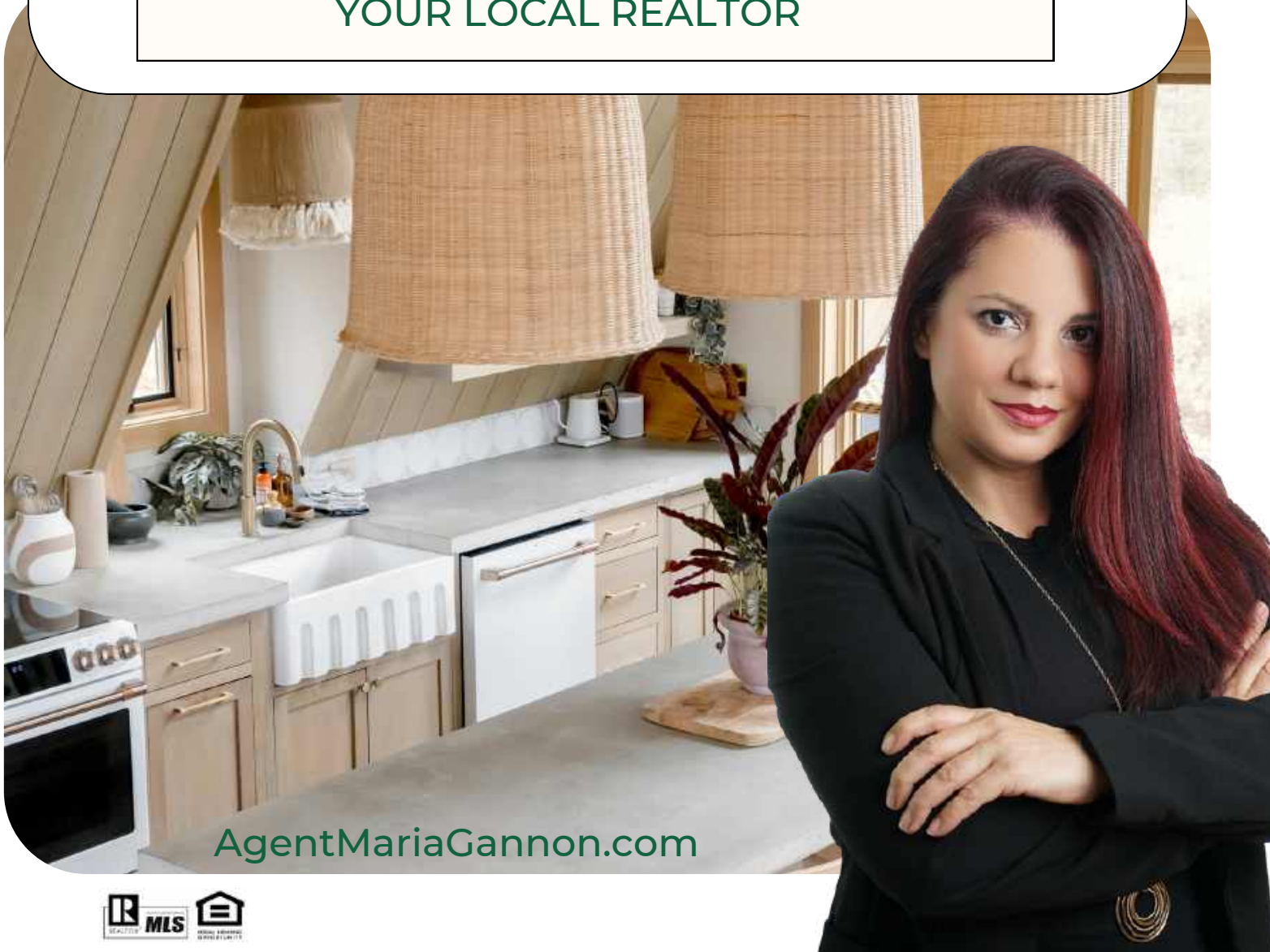
TRIOLO REALTY GROUP, INC.

Every family tree begins with home.

FOR SALE BY OWNER GUIDE

Keys to Selling Your Home Yourself

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YOUR LOCAL REALTOR



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Welcome to Your FSBO Journey!

Selling FSBO is challenging, but you're not alone! This guide provides key insights, and I'm here to help whenever you need expert support.

WHAT YOU'LL LEARN?

- ✓ A step-by-step breakdown of the FSBO process.
- ✓ The common challenges FSBO sellers face and practical solutions
- ✓ Proven strategies to market your home effectively and attract serious buyers.
- ✓ How to accurately price your home to maximize your sale.
- ✓ Ways to navigate paperwork, negotiations, and closing.

YOU DON'T HAVE TO DO IT ALONE!





Your Partner in Real Estate Success

With years of local real estate experience, I'm here to provide the tools, guidance, and support you need to achieve your selling goals—FSBO or with professional help.

WHAT SETS ME APART?

I tailor my approach to your unique needs, providing support every step of the way.

A PERSONAL TOUCH

With 9 years in the industry, I understand local market trends, pricing, and buyer behavior. I've helped countless homeowners achieve top results, from strong offers to smooth closings.

I'M HERE TO SUPPORT YOUR FSBO JOURNEY AND ENSURE A SUCCESSFUL SALE!



The Challenges of Selling FSBO

Selling your home on your own can be rewarding, but it comes with its unique set of challenges. Here are the most common hurdles FSBO sellers face

Pricing Accurately – Without CMA tools, setting the right price is tough. Overpricing repels buyers, underpricing costs you money.

Limited Buyer Reach – Without MLS access, FSBO sellers rely on platforms like Zillow, which have less exposure.

Marketing & Presentation – Professional staging, photos, and marketing require time, skill, and resources.

Negotiation Hurdles – Handling buyer demands while protecting your interests can be overwhelming without experience.

Aspect	FSBO Selling	Agent-Assisted Selling
Pricing Expertise	Relies on free online tools and personal research, which may lack precision.	Access to professional CMA tools and market analysis for accurate pricing.
Marketing Reach	Limited to FSBO platforms like Zillow and Craigslist, with no MLS access.	Full MLS access, targeted marketing, and wider network reach.
Photography & Staging	Homeowners must handle or hire professionals at their own cost.	Agents often include professional photography and staging as part of their service.
Property Exposure	Mostly reliant on social media and personal connections.	Broad exposure through agent networks, MLS, and professional marketing strategies.
Legal and Paperwork Handling	Full responsibility lies with the homeowner, increasing the risk of errors.	Agents manage disclosures, contracts, and legal documents, ensuring accuracy.
Showings and Open Houses	Sellers must schedule, host, and follow up on their own.	Agents handle scheduling, hosting, and collecting feedback from potential buyers.
Closing Process	Homeowners must coordinate with attorneys, title companies, and buyers directly.	Agents work with professionals to ensure a smooth and timely closing process.
Potential Cost Savings	Saves on agent commission fees but risks pricing errors or legal mistakes.	While commission is paid, agent services often lead to higher sale prices and fewer risks.



Why You Need an Expert?

SELLING A HOME IS A BIG DECISION, BUT YOU DON'T HAVE TO DO IT ALONE.

Why Expertise Matters?

Sarah & James tried FSBO but struggled with pricing and marketing. After hiring an agent, they re-listed with pro photos and a strong plan—selling in two weeks for \$15K more. Michael faced similar challenges, but with expert guidance, his home sold in 10 days for 8% above asking.

Imagine This for Your Sale

The right price, stunning photos, and expert negotiation—that's the difference I bring.

What FSBOs May Miss Without an Agent

Accurate Pricing Strategy

Why It Matters?

Pricing your home too high deters buyers, while underpricing leaves money on the table.

What You Miss?

Agents use Comparative Market Analyses (CMAs) and local expertise to set the perfect price.

Maximum Exposure to Buyers

Why It Matters?

The more buyers you reach, the better your chances of getting competitive offers.

What You Miss?

Access to MLS, agent networks, and marketing expertise that ensures your home reaches the right audience.

Accurate Marketing Strategy

Why It Matters?

High-quality photos, staging, and targeted advertising make your home stand out.

What You Miss?

The polished, strategic campaigns agents create to showcase your home in the best light.

Negotiation Expertise

Why It Matters?

Buyers often expect FSBO sellers to accept lower offers.

What You Miss?

An experienced negotiator who can secure better terms and protect your bottom line.

Managing Legalities and Paperwork

Why It Matters?

Real estate transactions require accurate documentation to avoid legal issues.

What You Miss?

Agents ensure every disclosure, contract, and agreement is handled correctly.

Addressing Buyer Concerns

Why It Matters?

Buyer objections can derail a sale if not addressed quickly and professionally.

What You Miss?

Agents have experience resolving inspection issues, appraisal gaps, and financing delays.

Many FSBO sellers face challenges that extend market time and lower prices, but professional guidance can turn these into opportunities.



How Can You Start?

Selling FSBO: A Step-by-Step Guide

Set Your Goal – Prioritize speed or profit based on market conditions.

Price Smart – Research comparable sales or use online tools.

Prepare Your Home – Declutter, deep clean, repair, and stage.

Market Effectively – Use FSBO platforms, social media, and pro photos.

Know the Process – Understand listing, showings, negotiations, and closing.

Organize Paperwork – Gather the deed, title, and disclosures.

READY TO SELL? HERE'S HOW TO DO IT SUCCESSFULLY!

1

SETTING YOUR GOALS AND TIMELINE

Define your selling goals and create a timeline based on current market conditions.

2

PRICING YOUR HOME

Use online tools or professional appraisers to set a competitive and accurate price.

3

PREPARING YOUR HOME FOR SALE

Declutter, clean, and stage your home to highlight its best features and attract buyers.

4

MARKETING YOUR HOME

Create a standout listing with pro photos and a compelling description. Market it online and offline for maximum reach.

5

SHOWINGS AND OPEN HOUSES

Schedule and host open houses and showings, keeping your home clean and inviting.

6

RECEIVING & NEGOTIATING OFFERS

Review and compare offers, balancing price and terms. Work with an agent if needed to negotiate the best deal.

7

CLOSING THE DEAL

Finalize the sale by signing the necessary documents, completing any agreed-upon repairs, and coordinating the closing date.





Pricing with Confidence

Set the right price to attract buyers and maximize value.

Understand the Market – Research recent sales based on size, condition, and location.

Use Online Tools – Home value calculators offer estimates but can vary.

Adjust for Features – Highlight upgrades like renovations or extra space.

Leave Room to Negotiate – A small buffer helps, and pricing slightly low can drive higher offers.



PRICING SLIGHTLY BELOW MARKET VALUE CAN ATTRACT MORE INTEREST AND LEAD TO COMPETITIVE, HIGHER OFFERS.



Preparing Your Home for Sale

Make your home shine to attract buyers and maximize offers.

Declutter & Depersonalize – Create an open space buyers can envision as their own.
Deep Clean – Ensure every corner sparkles for a great first impression.
Fix Minor Issues – Repair leaky faucets, squeaky doors, and chipped paint.
Enhance Curb Appeal – Mow, trim, and add fresh plants for a welcoming look.
Stage for Impact – Highlight key features with professional or DIY staging.

WALK THROUGH AS A BUYER AND FIX POTENTIAL NEGATIVES BEFORE LISTING!



Crafting a Compelling Listing

Captivating Opening – Evoke emotion and excitement

Highlight Key Features – Renovated kitchen, sunlit spaces, great location.

Be Detailed Yet Concise – Include square footage, lot size, and room count.

Strong Headline – “Charming 3-Bedroom Home with Spacious Backyard”

YOUR LISTING TELLS A STORY—MAKE IT ENGAGING TO ATTRACT SERIOUS BUYERS!



Effective FSBO Marketing

A well-marketed home attracts serious buyers and increases your chances of receiving competitive offers.

Consistent Messaging – Align visuals and descriptions for a lasting impression.

Captivating Visuals – Use professional photos and virtual tours to attract buyers.

Online Exposure – List on FSBO platforms like Zillow and promote via social media ads.

Leverage Networking – Inform neighbors, businesses, and share at local events.

Engaging Listings – Highlight key features with compelling descriptions and CTAs.

Memorable Open Houses – Clean, stage, and promote via social media and flyers.

CONSISTENCY IS KEY—ALIGN MESSAGING AND VISUALS TO LEAVE A LASTING IMPRESSION.





Hosting an Open House

Open House Preparation Checklist

Clean, Declutter, and Stage – Keep rooms spotless and inviting.
Enhance Curb Appeal – Maintain landscaping and entryways.

Open House Day Tips

Set a Welcoming Atmosphere – Use pleasant scents and soft music.
Provide Informative Materials – Offer brochures with key details.
Engage Without Hovering – Be available but give buyers space.
Highlight Unique Features – Showcase upgrades and neighborhood perks.

USE THE OPEN HOUSE TO CREATE BUZZ AND DRIVE SERIOUS BUYERS TO ACT FAST!





CMA vs Appraisal

CMA (Comparative Market Analysis) – Estimated market value based on recent sales, created by real estate agents to set a competitive price.

Appraisal – Official home value determined by a licensed appraiser, required by lenders for loan approval.

Which One Do You Need?

Start with a CMA for pricing insights; get an appraisal for a formal valuation. Using both ensures confidence in your listing price.





Finalizing Your FSBO Sale

Address Contingencies – Complete inspections, appraisals, and financing steps.

Stay Proactive – Communicate with buyers and professionals.

Prepare for Closing – Review and sign legal documents.

Consult Experts – Work with a title company or attorney.

Complete the Sale – Transfer funds and ownership.

Transition Utilities – Ensure a smooth handover.

Celebrate! – Your FSBO journey is complete!

Essential FSBO Documents

Property Deed – Proof of ownership.

Seller's Disclosure – Known property issues.

Purchase Agreement – Sale terms contract.

Mortgage Payoff Statement – Remaining loan balance.

Inspection Reports – Buyer-requested evaluations.

Title Report – Confirms a clear title.

Property Tax Statements – Recent tax records.

Bill of Sale – Transfers included items.

Closing Disclosure – Breakdown of closing costs.

HOA Documents (if applicable) – Fees, bylaws, regulations.

FSBO sales require careful document preparation—stay organized!





What If I Can't Sell My Home?

FSBO can be tough. If you're struggling, a real estate agent can provide expertise, marketing, and a wider buyer network to help you sell successfully.



Think You'll Save Money Without an Agent?

Choose a partner who's dedicated to your success from start to finish!



What If Your Home Doesn't Sell?

Reevaluate Pricing – Adjust to stay competitive.
Boost Marketing – Refresh photos, descriptions, and reach.
Consider Renting – Generate income while waiting.
Make Key Updates – Address buyer concerns.
Work with an Agent – Gain expert strategy and connections.

**EVERY SALE IS UNIQUE—ADJUSTING YOUR
APPROACH CAN LEAD TO SUCCESS!**





A Helping Hand for FSBO

Accurate Pricing – Set a competitive price to attract buyers.

Strategic Marketing – Maximize visibility with expert techniques.

Negotiation Skills – Secure the best terms for your sale.

Seamless Transactions – Handle paperwork and closing smoothly.

YOU DON'T HAVE TO DO IT ALONE!

LET'S MAKE YOUR SALE STRESS-FREE!



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FOR SALE BY
OWNER GUIDE

*Let's Sell
Your Home!*

Thank you for exploring this FSBO guide! With the right strategy and commitment, you can turn challenges into success and achieve your goal of selling your home. Let's get started!



*Maria
Gannon*



SCAN TO GET
STARTED!

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